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BROADCASTING

Broadcast Advertising

Vol. 15 • No. 9

NOVEMBER 1, 1938
WASHINGTON, D. C.

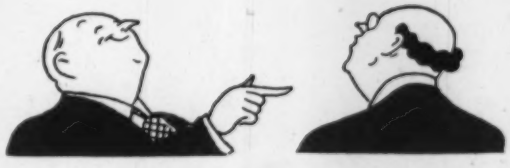
Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 23th issue (Yearbook Number) Published in February

SCHOOL OF BUSINESS ADMINISTRATION
Miami University

"You're Telling Me!"



"Listen, Frank. I don't sell time. I BUY it. Most of the stuff I hear, you fellows tell me. But let ME tell you—you don't know what a sweet package you've got at WOR. You go to town . . . "

"But . . . "

"Wait. Just a minute. You go to town describing your great MARKET. Why man, you've got more markets packed into that Guaranteed Area of yours than a tree has leaves. Why, look—you cover the 1st, 3rd, and 18th greatest markets in the country to begin with. You've got about 4,250,000 homes with radios. No matter HOW you slice it, you can duplicate the kind of folks reached by any man's newspaper, magazine or what-have-you."

"You mean we've been understating?"

"Understating? Why, you haven't even been whispering! Someday you fellows are going to stumble on a handle that'll describe this WOR-Area. You see, I'm from the outside looking in. I get the angle you don't. I know that I can build any kind of audience I want on WOR. All I have to do is make sure I've got the kind of show that clicks with the people I want."

"That's what we've been saying."

"Not to me you haven't. Another thing—don't forget that people like Colgate-Palmolive-Peet, Bristol-Myers, General Mills and the other big guns you have wouldn't be buying WOR if they could match your stuff at less cost anywhere else!"

"You're telling me!"

WOR

Ringing Up Tomorrow's Sales Today

● The child's play of today is the serious business of tomorrow . . . and KLZ has an eye to both.

For the sixth consecutive year Denver's public schools are on the air weekly over this station . . . during the past two years children have been the actors in a Saturday morning studio feature . . . every day sees a portion of KLZ's time devoted to children and their interests.

When tomorrow's housewives are ready to buy, the voice of KLZ will be as familiar and well-heeded as it is now to their elders. Thus KLZ advertisers are doing more than selling today's buyers. They are ringing up tomorrow's sales as well.

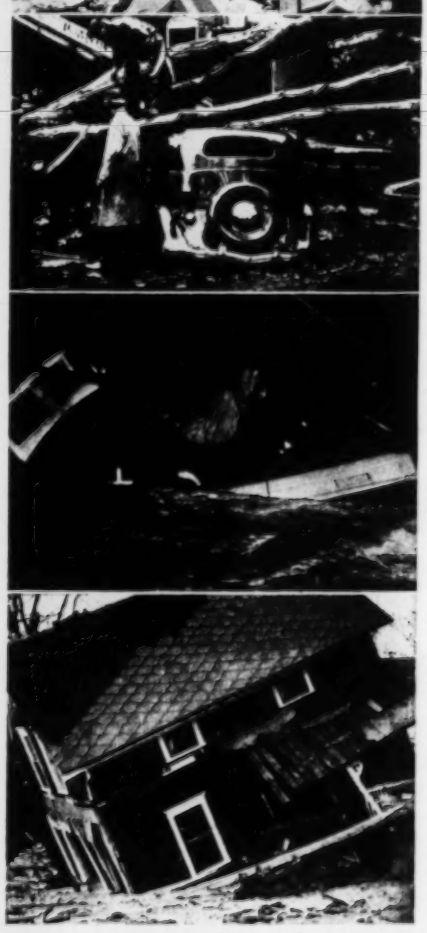
KLZ Denver

AN AFFILIATE OF BROADCASTING

OPERATED IN MANAGEMENT WITH WFIL AND THE OKLAHOMA

DISTINGUISHED PUBLIC SERVICE!

WNAC



"like a beacon in the wrack and ruin of the hurricane"

Maintenance of public communications, —one of the most vital emergency needs— was the service voluntarily performed by Station WNAC of Boston and allied Yankee Network stations when a hurricane brought destruction of life and property, devastation and terror to New England recently.

Much of New England was deprived of telephone, light, railway and highway service. Hundreds of communities were isolated.

Throughout the night and the following day, penetrating the confusion, WNAC and allied stations broadcast calls for National and Coast Guardsmen, firemen, policemen, water and sewer department workers, relief workers, all the many persons who must be rallied quickly in time of disaster.

Hundreds of personal calls also were broadcast for those cut off from their families.

Expressing the appreciation of New England's people for this dramatic and inspiring public service the press of Boston paid high tribute to WNAC on Sept. 22. Hence from the Boston Post is taken the quotation above, in which, referring to WNAC, it was stated that it served "like a beacon in the wrack and ruin of the hurricane."

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

23 MERCHANDISING STAFFS TO BOLSTER YOUR RADIO MESSAGE!

HERE'S MERCHANDISING SUPPORT ONLY TSN CAN PROVIDE!

Advertisers on the Texas State Network get *more* than the matchless coverage of TSN's 23 primary listening areas, which blanket 22 of the most important markets in rich and responsive Texas. Each station of the Texas State Network maintains a complete merchandising staff to cooperate with sponsors in the field work that helps advertising succeed.

The many services offered by these 23 TSN merchandising staffs are available to TSN advertisers. In this way an advertiser can secure expert help in merchandising his program in almost every important market in the state.

Affiliated with Mutual Broadcasting System

KFJZ and KTAT . . . Fort Worth
WRR . . . . . Dallas
KXYZ . . . . Houston
KABC . . San Antonio
KGNC . . . . Amarillo
KFYO . . . . Lubbock
KBST . . . Big Spring
KGKL . . San Angelo
KRBC . . . . . Abilene
KPLT . . . . . Paris
KRRV . . . . . Sherman-Denison
KCMC . . . Texarkana
KFRO . . . . Longview
KGKB . . . . . Tyler
KAND . . . Corsicana
WACO . . . . . Waco
KTEM . . . . . Temple
KNOW . . . . . Austin
KRIC . . . . Beaumont
KLUF . . . . Galveston
KRIS . Corpus Christi
KRGV . . . . Weslaco (Rio Grande Valley)

Ask for Complete Information

Texas State Network, Inc.

Elliott Roosevelt, President — Neal Barrett, Executive Vice-President

FORT WORTH, TEXAS

Represented by INTERNATIONAL RADIO SALES, INC., New York, Chicago, Detroit and Los Angeles

KFWB *Los Angeles*

WARNER BROTHERS' BROADCASTING CORPORATION

Announces the Appointment of the

Paul H. Raymer Company

as Exclusive

National Representative

Effective November 1st

•

"*Radio sold so much of our silverware because*

. . . it tells a better story in a shorter space of time

. . . it paints a more alluring picture

. . . and gains a more appreciative audience,"

wrote the International Silver Company to CBS *at the conclusion of its first thirteen weeks on the Columbia Network.*

February 2, 1938

Columbia Broadcasting System:

At this time, having completed thirteen weeks of broadcasting on Columbia, I want to tell you just what radio has accomplished for us:

I can put it in a sentence. Radio has sold a great deal of our silverware. But that's not the whole story. Radio sold so much INTERNATIONAL SILVER that we were able to trace the specific effect of our program on our business – a very difficult thing to do in the silverware industry, inasmuch as our product is distributed widely and purchased from the wholesaler by the small dealer.

Our wholesalers' business increased very appreciably while we were on the air, and increased on the combinations we featured in the broadcast. These were expensive combinations, so it is fairly apparent that radio can sell high priced merchandise. The sets we were selling retailed at $59.50 and $89.50. Our product is a hard product to describe. Our patterns must be seen to be appreciated, but Young & Rubicam and the type of program we had, plus Columbia's facilities, moved goods for us.

General conditions are not right, at the moment, for us to continue on the radio. You may rest assured, however, that when things open up we will be definitely radio-minded, inasmuch as we believe we can tell a better story in a shorter space of time – paint a more alluring picture – and gain a more appreciative audience – than we can with the printed page.*

To put it shortly, I am sold on radio for selling our product, creating the desire for good silverware, and telling the story to hundreds of thousands of consumers about what a good investment silverware is.

Yours very truly,
INTERNATIONAL SILVER COMPANY
(Signed) A. L. Zeitung
Director of Flatware Sales

Would you like to know more about radio's dramatic ability to sell a "visual" product like silverware? The answer lies in the power of *five* dimensional pictures. These are the pictures radio uses. These are the pictures that sell goods. Write for a copy of "RADIO'S PICTURES ARE IN *FIVE* DIMENSIONS."

*The INTERNATIONAL SILVER COMPANY'S *program*, "Silver Theatre," *returned to the Columbia Network on October 2nd. Produced by Young & Rubicam, the current broadcasts are heard every Sunday evening at 6:00 o'clock over 51 radio stations of the Columbia Broadcasting System and an additional 27 radio stations of the Canadian Broadcasting Corporation.*

Because it brought us the very Sound of History

THE AFFILIATES of *The Columbia Broadcasting System* join in this public tribute to *Columbia.*

The Sudeten crisis gave radio an opportunity to demonstrate how alert it might be to that side of public interest which is served by knowing the truth. Columbia gave, at one time, the best possible demonstration of its own awareness to the power of the truth and of its own ingenuity in obtaining it.

This has been universally accepted as the most brilliant job of news coverage in the history of radio . . . and in all history.

It confirms something we have long known: That to be associated with *Columbia* is to be associated with *the best* in radio.

—The Affiliates of the—

COLUMBIA BROADCASTING SYSTEM

WGAR WJAS WRVA KGLO WDRC WCHS WHIO WWL WTOC WORC WREC
KFPY KMBC WHP WDNC KSCJ WOKO KRNT WCAU WPRO WFBL
WLBZ WDOD KLZ WEOA WNOX WGAN KTSA KWKH WHEC WMFG WHLB
KFBB WOC WGBI KFH WLAC WAIM WSBT WFAM KSFO KIRO WDBJ
WTAQ KARM WJR WISN KOMA WGST WFBM WCAO WBNS WMBD KOIN
WKBN WNBX CFRB WIBX WKBB KSL WIBW KVI KFAB KGAR KRLD WHAS

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WKBN WNBX CFRB WIBX WKBB KSL WIBW KVI KFAB KGAR KRLD WHAS

WE'RE NOT HAVING A HOUSEWARMING
...things are hot enough here already with all the business jammed into these studios... In fact, coast-wise advertisers use more time on the NBC Pacific Coast networks than all other Pacific Coast networks combined.
NBC

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NBC

HOW ARE CROPS?

WE HEAR 'EM

COUNTY FAIR CHATTER SWINGS DIALS IN NEWLY-REACHED RURAL DISTRICTS TO WGAR

CITY HALL TRIO

WGAR Goes Calling

Radio Station "Meets Up" with New Neighbors

Granted extra power, many a radio station after saying most gracious "thanks" to kind commissioners, would blast away confident that scads of new listeners were being reached. Not so with Cleveland's WGAR. Boosted to 5000 watts, laying down a half milli-volt in fifteen counties, blanketing the richest market in Ohio was not enough. Said General Manager John Patt, "let's go calling." And so began a series of programs titled "PUBLIC SQUARE." These weekly programs are broadcast direct from the main streets, the park bandstands, the fairs of these new neighbors—*their own programs.* Every Sunday evening too, a chatty, informal studio program "NEWS OF OUR NEIGHBORS" featuring flashes from the newspaper editors of Ohio's smaller communities. Yes, WGAR goes calling with more than its new power. It goes calling with the sort of programs that tune more and more dials to 1450, and keep them there—programs that make friends, *and buyers for your products.*

CANTON'S MAYOR

ALONG FAIR MIDWAY

BUYERS TO BE

"FAST-MOVING" INTERVIEW

BROADCASTING
and
Broadcast Advertising

Vol. 15. No. 9 WASHINGTON, D. C., NOVEMBER 1, 1938 $3.00 A YEAR—15c A COPY

FCC Orders Study of Program Complaints

By SOL TAISHOFF

Law Department Probes Lottery and Profane Programs as Station Is Cited; 'Beyond the Horizon' Case Dropped

FRAMING of new procedure in the supervision of program complaints against stations—notably those involving allegedly profane, obscene and indecent language and lottery prize-contests—is being undertaken by the FCC through its new general counsel, William J. Dempsey.

At its meeting Oct. 25, the FCC instructed its law department to make a study of the whole subject of program jurisdiction, with particular emphasis on lotteries and profane language. The formal instructions probably will not be issued for several days. They will suggest that the law department recommend an orderly procedure in handling all such matters.

Seek Permanent Procedure

Smarting from the sting of editorial criticism directed at it because of alleged "censorship" in connection with recent program citations, the Commission apparently is determined once and for all to establish a procedure that will be beyond reproach.

Mr. Dempsey and George B. Porter, assistant general counsel assigned to broadcasting, presumably will personally undertake the study. Because the Communications Act specifically prohibiting lottery and obscene broadcasts is penal in character, the FCC attorneys will clear recommendations through the Department of Justice.

In two recent cases (WMIN, St. Paul, and WMBC, Detroit) counsel for the stations challenged FCC action in setting down the stations for hearing, contending that the Commission has no jurisdiction and that the lottery provision of the Act is enforceable only by the appropriate authorities in the district where the offense is alleged to have been committed.

At the same meeting the FCC wiped from the records the temporary licenses issued to 10 stations on the NBC-Blue network which had been cited because of the now-famous Eugene O'Neill "Beyond the Horizon" broadcast. In granting the stations regular license renewals, the FCC cleared the way for the independent study of the whole question of obscene broadcasts, along with lotteries.

But even more spectacular was the action of the Commission at the same meeting in setting down for hearing the renewal of WBNX, New York City, and issuing it a temporary license because of a program alleged to have depicted a white slave situation. The broadcast, it is understood, was in Polish and was sponsored by a motion picture theatre advertising a picture titled "Girls in Danger". It is alleged to have been broadcast last February.

Another complaint against the station was alleged to have involved broadcast of a song in Italian titled "Potzo Woodrow Wilson." The word "potzo" was interpreted at the Commission as meaning "crazy" in English. A third charge alleges Fascist propaganda programs.

Stations which had been granted temporary renewals because of the Pulitzer prize-winning "Beyond the Horizon" broadcast last July all were NBC-Blue outlets. They included WTCN, Minneapolis; WALA, Mobile; KXYZ, Houston; WSPD, Toledo; WSAN, Allentown, Pa.; KLO, Ogden, Utah; WFEA, Manchester, N. H.; WORK, York, Pa.; KMED, Medford, Ore.; WFBC, Greenville, S. C. These stations were granted regular renewals for the usual six-month period.

The FCC release of Oct 25, based on Commission actions, stated that KLO, WFEA, WORK, KMED and WFBC all had been given temporary three-month extensions and that Commissioners Sykes and Craven had voted for renewals on a regular basis. On Oct. 27, however, the Commission press room issued a "correction" announcing the stations had been given regular renewals from Nov. 1 to May 1. WHOM, Jersey City, was given a three-month extension, with Commissioners Sykes and Craven dissenting in connection with a further investigation of a complaint also alleged to involve pro-Fascist broadcasts.

The new law department study probably will be greeted with enthusiasm by the industry because of the turmoil that has raged over the practice in the last couple of years of setting down stations for hearing or giving them temporary licenses pending investigations seemingly of any complaint, however insignificant.

Beyond the Horizon

It is understood the law department investigation does not actually supplant the work of the program complaint committee, created early this year, which was directed to set up new procedure in the handling of complaints received from the public. The committee comprises Payne, chairman, Sykes and Craven. So far as known, it has held only two or three meetings. The law department was asked some time ago to submit memoranda to the committee in connection with this work.

The "Beyond the Horizon" citation had provoked nationwide interest. Following first disclosure in the Oct. 1 issue of BROADCASTING, strong editorials condemning the FCC for poking into things which did not concern it were widely published in the newspapers. The play won the Pulitzer Prize in 1920 and it also was pointed out that the Federal Theater Project,

(Continued on page 61)

Wide Discretion for Employer Under New Wage-Hour Statute

But Spirit as Well as Letter of Law Must Be Observed; Exemptions Described as Narrow

By LEWIE V. GILPIN

COMPLIANCE with unemployment standards provided in the Wages & Hours Law, which went into effect Oct. 24, will rest largely upon the discretion of individual radio station operators, and its effect on the radio as a whole appears to be limited almost entirely to hours of employment. The industry's comparatively high prevailing wage scale brings it well within the minimum wage standards of the Act.

Narrow Definitions

With the Wages & Hours Administration, headed by Administrator Elmer F. Andrews, devoting most of its attention at present to the "sweated" industries, it is unlikely any action will be centered for some time on industries such as radio which already approximate the required standards. Few radio employes receive less than the 25 cents per hour minimum wage set by the Act, according to the NAB, but the work week in many cases exceeds the 44-hour limit. One of the chief problems lies in classifying technicians as "professionals", exempt in the Act.

The NAB, through a special committee appointed by President Neville Miller to study the Act, learned "from sources close to the Administration" that the definitions of those to be exempt would be very narrow. Since the Administration has reportedly questioned the exemption as a "professional" of a physician working for a regular salary, it is felt that if this class of employe is not exempted, there is little doubt that radio technicians and possibly performers will be subject to the requirements of the Act. Whether an employe's work is "regulated" and whether he works "regular hours" are two factors considered in determining the "professional" status, according to NAB [BROADCASTING, Oct. 15].

In the provision of the Act that employers failing to comply, even though rules and regulations for their industries have not been promulgated, are subject to criminal and civil prosecution, the NAB committee recommended that broadcasters apply the 25-cent minimum and 44-hour maximum when in doubt as to whether any employe is covered by the Act. The NAB reports it has been advised semi-officially that the Wages & Hours

(Continued on page 60)

Federal Decision Fails to Clarify Status of Artists

Revenue Bureau Action Merely Applies to Social Security

RECENT decisions of the U. S. Bureau of Internal Revenue that radio performers on commercial programs are employes of the companies sponsoring those programs and not of the advertising agencies will not be used by agencies as a means of sidestepping responsibility, BROADCASTING was told by a number of leading agencies queried on this point.

In almost every instance agency executives said that although the rulings might be construed to give them a technical out, they were perfectly willing to assume the same responsibility for artists they have previously taken and that when, as, and if a standard agreement is worked out in the present conferences between the AAAA and AFRA they will work out individual contracts on that basis without passing the buck to the advertisers.

Bureau rulings were on specific cases concerning applications of the Social Security Act to radio artists, whom the Bureau found to be employes and not independent contractors, as had been contended in some cases.

The Bureau further found that the artist is employed by the advertiser, who "has the right to exercise control over his [the artist's] services to an extent sufficient to establish the employer-employe relationship. It is not necessary to the existence of such relationship that the employer either personally or through his agent actually control or direct the manner in which services are performed. It is sufficient if the employer has the right to do so."

Sustaining Artists

Artists employed on sustaining programs are held to be employes of the broadcasting companies for which their services are performed. Talent on "studio-built" programs, produced by a broadcasting company and sold as a package to a sponsor, is held to be employed by the broadcasting company. Writers and others engaged in the programs's production are held to be in the same status as artists.

Pointing out that these decisions apply only to specific examples and to them only from the angle of Social Security, several agencies said that further decisions may be necessary to determine the exact legal extent of artist-agency-sponsor relationships. Some agencies sell programs as complete packages to their clients, the agencies considering artists, writers and producers as their own employes and paying their Social Security taxes. Other programs are bought by agencies for their clients as packages from independent producers, who are expected to treat artists as their employes.

No comments on the situation and its possible effects on the AFRA-AAAA negotiations were forthcoming from executives of either group. Several agency executives, however, said they would welcome the establishment of minimum wage and maximum hour standards for radio artists.

1886 - Harry Shaw - 1938

HARRY SHAW, former president of the NAB and a founder of BROADCASTING, died in Sarasota, Fla., Oct. 16, after a protracted illness.

A coroner's jury on Oct. 17 decided that Mr. Shaw had taken his own life. His body, a pistol wound in the head, was found at his home.

Funeral services were held in Sarasota Oct. 18. Interment, following cremation, will be in Waterloo at a later date.

Mr. Shaw had been stricken with a heart attack more than a year ago and moved from his home in Waterloo to Sarasota with his family. Though his condition has been serious, he was able to do some editorial work during the last few months. In recent weeks, however, his condition became more serious and 10 days prior to his passing he had not left his home.

In the newspaper business practically all his life, Mr. Shaw in 1928 procured WMT, then in Cedar Rapids, Ia. He moved it to Waterloo where he operated it in conjunction with the *Waterloo Tribune*. He sold his station to the *Des Moines Register-Tribune* in 1934.

Mr. Shaw was president of the NAB during the 1931-1932 year. He is the first past executive of the trade association to die since its formation in 1923. Twelve others have served in that post.

In the fall of 1931 Mr. Shaw, who had then just disposed of the *Tribune*, furnished the initial capital for BROADCASTING. For that capital he retained only a minority interest, with control and management left in the hands of its editors. He disposed of his minority interest in BROADCASTING to its editors in early 1933.

While president of the NAB, Mr. Shaw devoted practically his entire time to its affairs. He spent personal funds traveling about the country in his own airplane to attend sectional and committee meetings and to deliver speeches.

Harry Shaw was born in Salamanca, N. Y., Feb. 8, 1886. A self-made man, he began his own support after finishing grammar school. In 1909 he entered the employ of the *Waterloo Courier* in the want ad collection division. Soon he was allowed to "chase" copy for the advertising. Then the morning competitor, the *Waterloo Tribune* offered him a position in the display advertising department. Within a year-and-a-half he was advertising manager; within three years business manager, and in 1922 he bought the paper. In 1928 he first saw the possibility of radio as an adjunct to his newspaper and purchased a 100-watter in Cedar Rapids, which he moved into Waterloo as WMT.

In May 1936, after two years' retirement from the broadcasting business, Mr. Shaw began publication of the *Cedar Falls* (Ia.) *Daily News*, with employes as shareholders. He suspended publication of that paper about a year ago—just after his first illness.

Mr. Shaw is survived by his widow, Margaret Bragdon Shaw, and two daughters and a son. The eldest, Mrs. Beverly Shaw Comfort, lives in Waterloo. William, 17, and Margaret, 14, have lived in Sarasota with their parents.

Retailers Show Interest In Weekday Symphonies

ALTHOUGH the plan to broadcast the Sunday afternoon programs of the New York Philharmonic Symphony Orchestra on CBS as a commercial feature, sponsored cooperatively by retail merchants throughout the country [BROADCASTING, Oct. 15], was not carried through and the concerts are now being broadcast for the ninth year on a sustaining basis, so much interest was aroused on the part of the retailers that new plans are being pushed for a similar series to be broadcast on a weekday evening.

Nearly 100 merchants in more than 50 cities have responded enthusiastically to this idea, CBS reports. The orchestra would be presented as usual from Carnegie Hall, New York, with John Barbirolli as conductor, Deems Taylor as commentator, and an outstanding speaker to tell the story of retailing to the public.

POTTER DRUG & CHEMICAL Co., Malden, Mass., is using daily spot announcements for 26 weeks to promote Cuticura soap on about 10 or 15 stations. Agency in charge is Atherton & Currier, New York.

Three New Locals Get FCC Grants

Florida, W. Va. and Hawaii Are Sites; WHEF Quits Air

THREE new local broadcasting stations were authorized for construction and one existing station ordered deleted in decisions of the FCC in latter October. The new station grants bring to 46 the number of new outlets authorized since Jan. 1, 1938. They will be erected in Jacksonville, Fla., Beckley, W. Va., and Lihue, Hawaii.

The new Jacksonville station, a full-time outlet with 250 watts on 1290 kc., will be licensed to the Metropolis Co., owned by John H. Perry, owner of WCOA, Pensacola, Fla., and publisher of the *Jacksonville Journal*, *Pensacola Journal* and *News*, *Panama City* (Fla.) *News-Herald*, *Lynn Haven* (Fla.) *Free Press*, *St. Andrews Bay* (Fla.) *News* and *Reading* (Pa.) *Times*.

The decision to grant a new station to the Metropolis Co. in Jacksonville reverses a decision of last June in which the Commission denied the application, Commissioners Walker and Payne dissenting. After reargument a Commission majority, Sykes and Craven dissenting, made the grant, which is effective Oct. 31.

The new station in Beckley, W. Va., to be known as WJLS and to operate with 100 watts night and 250 day on 1210 kc., will be licensed to 22-year-old Joe L. Smith of that community, probably the youngest applicant to receive such a grant in recent years. A 1935 graduate of the University of West Virginia, Mr. Smith formerly was in the insurance, automobile and electrical appliance business and now has an interest in a local bank and hotel. The grant was effective Oct. 21.

The new station in Hawaii will operate with 100 watts night and 250 day on 1500 kc., and will be licensed to the Garden Island Publishing Co., Ltd., publisher of the weekly *Garden Island Republican*. The grant is effective Oct. 31.

Koscuisko Quits the Air

The station leaving the air is WHEF, Kosciusko, Miss., a local that had been designated for hearing on license renewal but offered no evidence in support and indicated its desire to quit the field. Its denial of renewal application is effective Oct. 31 when it automatically ceases to exist.

In other decisions, the FCC authorized WMBS, Uniontown, Pa., to increase to full time with 250 watts on 1420 kc. Heretofore it has operated as a 250-watt daytime outlet. An application of Arlington Radio Service Inc. for a new 1,000-watt daytime outlet on 1140 kc. in Arlington, Va., opposite Washington, D. C., was denied on the basis that no need for the service had been shown.

Applications of four concerns, joined in hearing, were also denied. They were Voice of Detroit Inc., seeking 500-1,000 watts on 1120 kc. in Detroit; Cadillac Broadcasting Corp., seeking 500 watts daytime on 1140 kc. in Detroit; WWPO Inc., seeking 250 watts on 1120 kc. in Pittsburgh, and *Chattanooga Times*, seeking 500-1,000 watts on 1120 kc. in Chattanoga, Tenn. In all instances the Commission held no need shown.

FCC Adopts Chain-Monopoly Program

Staff Shifts, However, Only Temporarily Postponed

CENTERING its attention on preparation for the chain-monopoly inquiry, the FCC has slowed down its personnel reorganization but Chairman McNinch has in no way decided to forego additional changes and "retirements".

Mr. McNinch formally announced Oct. 28 that the Chain-Monopoly Committee has already decided how it will conduct the hearings to begin Nov. 14. With that out of the way, it is expected he will pursue his personnel reorganization begun last month with the summary separation from the FCC of Hampson Gary as general counsel and the appointment to that post of William J. Dempsey, former special counsel for the chain-monopoly investigation.

Held in Abeyance

Despite widely published reports that the Chairman had dropped his so-called "purge" plan, it was stated authoritatively that it has only been held in abeyance and that more moves will probably be made very soon. The Commission has been stymied by the absence from Washington of Commissioner Thad H. Brown, who was in Canada in connection with Commission business, and also by the enforced absence due to illness of Gov. Norman S. Case, who has been away from his office since last July.

In announcing the chain-monopoly hearing procedure [see text of statement on this page], Chairman McNinch stated there was no intention whatever of further postponement of the hearings, originally scheduled for Oct. 24. Additional personnel has been assigned the committee for preparatory work under Mr. Dempsey, who will personally direct the FCC case.

The committee first will call the major networks, in the order in which they commenced operation. Then regional networks will be called in the same order and other witnesses asked to testify respecting various phases of network operations. The second group will include persons and organizations other than station licensees, networks and transcription companies which have filed written appearances. These include CIO, American Federation of Musicians and the National Committee on Education by Radio. So far as known, those are the only appearances filed in that particular group.

The third category will cover management contracts and leases with station licensees and others called to supply evidence referring to such arrangements involving management, control or operation of stations other than the licensees. Of particular importance in this sphere unquestionably will be the Westinghouse contracts under which NBC manages program and sales operations for four Westinghouse stations. There are also contracts of a similar nature held by the major networks, in certain isolated cases involving individual stations.

The question of multiple ownership is listed as the fourth item, and will cover evidence on concentration of ownership or control of more than one station in the same or affiliated interests. Further evidence relating to the business activities other than broadcasting of station licensees and persons exercising control through stock ownership or otherwise over licensees will be sought.

Finally, the Commission will go into the transcription field, seeking from transcription and recording companies information on the relationship between the broadcasting industry and organizations engaged in recording for broadcast purposes. Quality of recordings both from the technical and program standpoint will be discussed.

Presumably, in this sphere, the Commission will seek to ascertain whether "canned music" complaints are justified. But more important, it desires to learn whether development of the transcription field has in any wise been stifled or impeded by networks or others.

The Commission said the specific order of persons or organizations appearing before it will be issued later and as far as possible in advance of the first day of the hearing. It explained that the procedure was adopted by the committee in the hope of accomplishing a more orderly development of the material to be presented and to eliminate unnecessary delays and inconvenience to persons participating as witnesses or otherwise in the hearing.

The committee held a meeting on Oct. 27 to approve the procedure. In addition to Chairman McNinch, who is chairman of the committee, its membership comprises Commissioner Brown, vice-chairman, and Commissioners Sykes and Walker.

In addition to the 18 appearances [BROADCASTING, Oct. 15] filed prior to the Oct. 5 deadline, three more notices of intention to appear have been filed though they were received after the deadline. These were from the WOR Artists Bureau, Transamerican Broadcasting & Television Corp. and Pacific Broadcasting Co.

Meanwhile, FCC personnel still appeared to have an extreme case of jitters over the suspense since Chairman McNinch served notice last month that other personnel changes would follow. Just what form these will take is still problematical but the chairman has stated emphatically that he has not forsaken his plan and that he intends following through in the manner he believes will best accomplish his purpose of reorganizing the Commission along sound lines.

Transfer of Attorneys

It has been apparent that he has in mind rather sweeping changes in three departments — Law, Examiner and Press. He started at the top in the law department with Mr. Dempsey's appointment. Presumably he intends to await the new general counsel's recommendations before taking any further steps there.

It is expected the law department changes will be gradual and that Mr. Dempsey may reallocate work among lawyers. A number of attorneys who have been assigned to particular types of work for long periods may find themselves "reallocated" to other positions of an entirely different nature. Moreover, the transfer of regular staff attorneys to work in connection with the preparation for the chain-monopoly hearings unquestionably will mean the retention of additional attorneys to fill their posts on the regular staff.

The status of Chief Examiner Davis G. Arnold, who has been among those prominently mentioned as slated for another post, is still unknown. Col. Arnold con-

(*Continued on Page 69*)

AGENDA OF CHAIN-MONOPOLY HEARING

CHAIRMAN McNinch on behalf of the FCC Committee appointed to conduct the investigation of chain broadcasting and monopoly in the broadcasting industry pursuant to Commission Order No. 37, made the following announcement Oct. 28 with respect to the procedure to be followed at the Nov. 14 hearing:

The Committee has subdivided the subject matter to be covered in the November 14 hearing pursuant to Order No. 37 into four general headings:

1. NETWORK OPERATIONS. The Committee will first call national networks in the order in which they commenced network operation; next, regional networks in the order in which they commenced network operations; and then other witnesses to testify with respect to various phases of network operations.

2. MATTERS SPECIFIED IN NOTICES OF APPEARANCES. Following this the Committee will call persons and organizations other than broadcast station licensees, networks, and transcription and recording companies who have filed written appearances pursuant to the hearing notice issued Sept. 20, 1938.

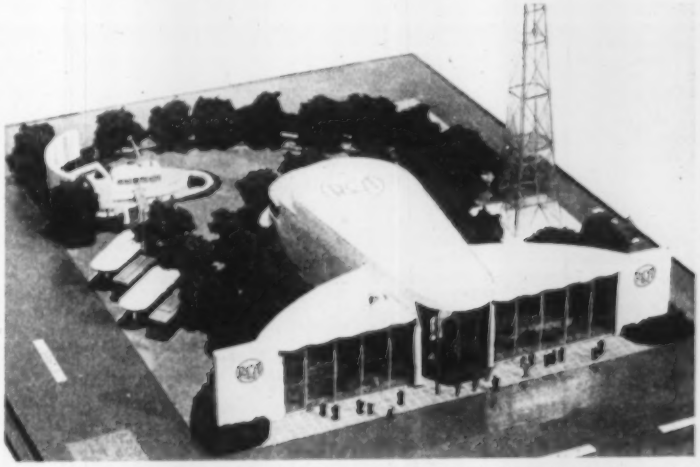
3. MANAGEMENT CONTRACTS, LEASES, ETC. Broadcast station licensees and other persons will be called by the Committee to supply evidence with reference to contracts, agreements, arrangements and practices involving the management, control or operation of broadcast stations by persons or organizations other than the licensees thereof.

4. NATURE AND EXTENT OF COMMON OWNERSHIP OF BROADCAST STATIONS. Broadcast station licensees and other persons will be called by the Committee to supply evidence with reference to the concentration of ownership or control of more than one broadcast station in the same or affiliated interests; and to supply evidence with reference to the business activities, other than broadcasting, of broadcast station licensees and persons exercising control through stock ownership or otherwise over licensees.

5. TRANSCRIPTION SERVICES. Transcription and recording companies, and other persons and organizations will be called upon to present evidence with respect to the relationship between the radio industry and organizations engaged in the production or distribution of electrical transcriptions and recordings for broadcasting purposes and evidence with references to the quality of such recordings and transcriptions, both from the technical and program standpoints.

A specific order of persons or organizations appearing under heading (1) Network Operations, together with an estimate of the time that will be consumed in hearing such evidence, will be issued so far as possible in advance of the first day of the hearing. A similar release will be issued with reference to the persons appearing under each of the remaining headings as far as possible in advance of the date such persons or organizations will be called.

The procedure outlined herein was adopted by the Committee in order to accomplish a more orderly development of the great mass of material to be presented, and to eliminate unnecessary delays and inconveniences to persons participating as witnesses or otherwise in the hearing.



WORLD'S FAIR building of RCA and its subsidiaries shown in model form. The structure is now being built for the opening of New York's great exposition. In it will be depicted the progress of all phases of American radio. In it also will be a "looking in" post with latest television receivers, picking up images as broadcast by the RCA-NBC transmitter which has a high locoation atop the Empire State Bldg.

Future of Television Now Up to Public

Out of Laboratory And Into Homes Next Spring

By MARTIN CODEL

TELEVISION steps out of the laboratory into the homes of a few selected cities next spring, with the New York World Fair, starting in May, scheduled to herald its chief public debut. Whether the highly-developed visual art will become a new "billion dollar industry", as reported in the press, rests in the laps of the gods. It all depends on how the public will take to it.

The emergence of television from the research laboratories was signalized by the board of directors of the Radio Manufacturers Association Oct. 20 after it had heard the announcement of David Sarnoff, president of RCA, that RCA intended to manufacture and sell receiving sets to the public and transmitters to the broadcasters, as reported exclusively in BROADCASTING Oct. 15.

Following the RMA session addressed by Mr. Sarnoff, the RMA board stated:

"The technical developments and field tests on television have progressed to a point where, in the opinion of the RMA, the next step in the development of the art consists in rendering experimental television service to the public. This news service, which will be on an experimental and limited service basis, will be in addition to existing radio broadcast service and can be accomplished only through the installation and operation of television transmitters and the sale of television receivers.

"Some members of the RMA, but not all, propose to make a beginning in those fields by the time of the New York World's Fair in May, 1939, and in those localities where television program service may become available."

Up to the Public

The enormity of the television problem as a whole was only sketchily touched upon by Mr. Sarnoff, who simply pointed out that RCA researchers and executives are convinced that "television in the home is now technically feasible" and who stressed the fact that the present step begins only a limited service and that the future of television depends on public reaction.

Under RCA patent licenses, any or all of its licensees may manufacture television apparatus and all but a few of its 50 receiving set licensees and its 13 tube licensees indicated they would enter the field. But like RCA itself, they intend to proceed warily, to go into television production only on a limited scale at first and to study closely the attitude of the public toward the programs offered. Chief "looking in" post is expected to be established at the New York Fair, although RCA and NBC, working in combination, already are offering "television tours" of Radio City and have scrutinized the reaction of those who have seen their television offerings there.

Broadcasters will be offered a standard 1,000-watt transmitter, designed to operate on the ultra-high frequency bands reserved by the FCC for experimental television, at a price of about $60,000 completely installed. Full servicing facilities of RCA will be offered, including installation and training in operation. Except for the handful of broadcasters already in the field [see log on page 29] it is obvious that transmitters can be sold only to those broadcasters securing construction permits to operate in the visual broadcasting bands. Thus far only meager reports of broadcasters' intention to enter the visual field have been received, but it is confidently expected at least several dozen will be applicants for FCC visual licenses before long.

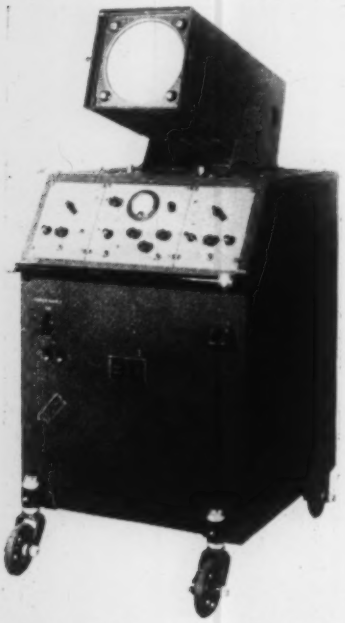
CBS Also Getting Ready

In addition to the visual broadcasts already available from the RCA-NBC experimental transmitters atop the Empire State Bldg. in New York and at Camden, N. J., the New York area definitely will be served, with tests beginning in January, by the new transmitter now being installed by CBS in the Chrysler Bldg. This was one of the first jobs sold by RCA and CBS is spending a reported $650,000 on the installation and on program experiments.

Like RCA-NBC, the CBS transmitter will operate on the standards established last year by the RMA, the images consisting of 441 lines broadcast at the rate of 60 half-frames per second, or 30 frames interlaced. The cathode ray tube is the basis of both transmitters and receivers, with mechanical scanning definitely cast into the discard by a majority of the industry.

As television log on page 29 dis-

PLANNING the new CBS television transmitter atop the Chrysler Bldg., New York, to be ready for regular operation next spring, are (left) Gilbert Seldes, CBS television program director, and Dr. Peter Goldmark, of the CBS television engineering department.



THIS cathode ray oscillograph, RCA 136B, was developed for use in laboratories and by receiver manufacturers and transmitting stations, taking the place of the familiar beat frequency oscillator and distortion meter type apparatus. Most of the RCA test equipment is ready for delivery.

Text of Sarnoff Statement Announcing Public Television . . .

AS THE MEMBERS of the board of directors of the Radio Manufacturers and their associates know, it has been my practice during recent years to inform the membership of the Association from time to time on the progress of the RCA and its subsidiary companies in the field of television. Some years ago I recommended to the RMA board the creation of a special sub-committee for the purpose of keeping itself informed on television progress. This suggestion was adopted and the committee is still functioning.

During these years the RCA has made several demonstrations of its television system to its licensees and to others. Technical bulletins and other publications on our work in television have been distributed to RCA licensees and others. Similar information will follow from time to time. Last week, engineers of our licensees met with RCA engineers in our laboratories where technical developments and the general subject of television were discussed.

It is my purpose now to inform this board and its television committee of the latest plans and policies of the RCA for further advancing the development of television. The results of the experimental field tests of television in the New York area conducted by the RCA and its broadcasting and manufacturing units, have convinced us that television in the home is now technically feasible.

We are aware, however, that many technical, artistic and financial problems still confront those who would establish an acceptable and regular public service of television programs to the home. These problems must be solved before a national service of network television programs can be made available to the public. Meanwhile, RCA, which has pioneered in the development of television, has made substantial progress, first in its research laboratories, and second, through its field tests and experimental broadcast programs. We believe that the problems confronting this difficult and complicated art can be solved only by operating experience gained from actually serving the public in their homes. Therefore, RCA proposes to take a third step in the solution of these problems by beginning a limited program service to the public from its New York television transmitter on the Empire State Building. This transmitter will serve an area having a radius of approximately 50 miles.

As publicly announced some time ago, RCA proposes to demonstrate television to the public at the New York World's Fair which is expected to open on April 30, 1939. NBC contemplates that by the time the Fair opens, it will be on the air with television programs for at least two hours out of each week. Recent reports in the public press are to the effect that the Columbia Broadcasting System contemplates installing its television transmitter in the Chrysler Bldg. in New York. These reports further indicated that television programs will be transmitted from this station by the time the World's Fair opens.

RCA Mfg. Co., which built and sold the television transmitter to Columbia, has offered and is prepared to sell television transmitters to broadcasters and others who may desire to enter this new field.

RCA believes that the development of its television system has now reached a stage where it is practicable to supply television receivers to satisfy the demand of the public in those localities where television transmissions are now or may become available. Therefore, it is planning to manufacture a limited quantity of television receivers which it expects to market by the time the World's Fair opens. We are informed that a number of other radio manufacturers in the United States are also preparing to manufacture and sell television receivers in such areas as may be served with television programs.

Only a little more than six months remain between now and the time that the World's Fair is expected to open. Those who desire to market television receivers by that time will find it necessary to make their plans now for manufacturing them. RCA is prepared to assist its licensees who may desire to manufacture television receivers, and so far as practicable, will be glad to sell to them such television parts as they may wish to purchase. Our television test equipment is now complete at RCA's license laboratory. We will continue to measure and test television receivers for licensees as we have done for them with sound broadcast receivers. Engineers and executives of our licensees seeking additional information will be welcomed at RCA laboratories, manufacturing plants and broadcasting studios.

Opportunities to compete in the erection of television transmitters, the establishment of television program services, and the manufacture and sale of television receivers to the public, are available to the radio industry and to others in the United States. We hope that full advantage will be taken of these opportunities to help build a new industry and to establish a greater public service.

closes, there are now 19 authorizations in effect for television transmission on the several bands allocated by the FCC for that purpose. Of these, all but two are already in more or less regular operation. Some represent licenses issued to the same firm to operate in various bands, including authorizations for the operation both of fixed and portable stations. In reality, the only firms already actually in the television field, in addition to RCA-NBC and CBS, are Don Lee Broadcasting System, Los Angeles; First National Television Inc., Kansas City; General Television Corp., Boston; Kansas State College, Manhattan, Kan.; Philco Radio & Television Corp., Philadelphia; Purdue University; Radio Pictures Inc. (John V. L. Hogan), Long Island City, N. J.; University of Iowa.

Holding construction permits for new television stations only recently authorized by the FCC are Allen B. DuMont Laboratories, Upper Montclair, N. J., and Zenith Radio Corp., Chicago.

In addition to these, General Electric Co., Schenectady, recently was subject of an FCC examiner's report favoring the granting to it of four licenses to operate in three different television bands. It is expected the FCC will grant these in normal routine. Pending before the FCC also are applications from CBS, NBC, Don Lee and Farnsworth for authority to use bands in addition to those now designated in their television licenses.

Can Operate in Ultra Bands

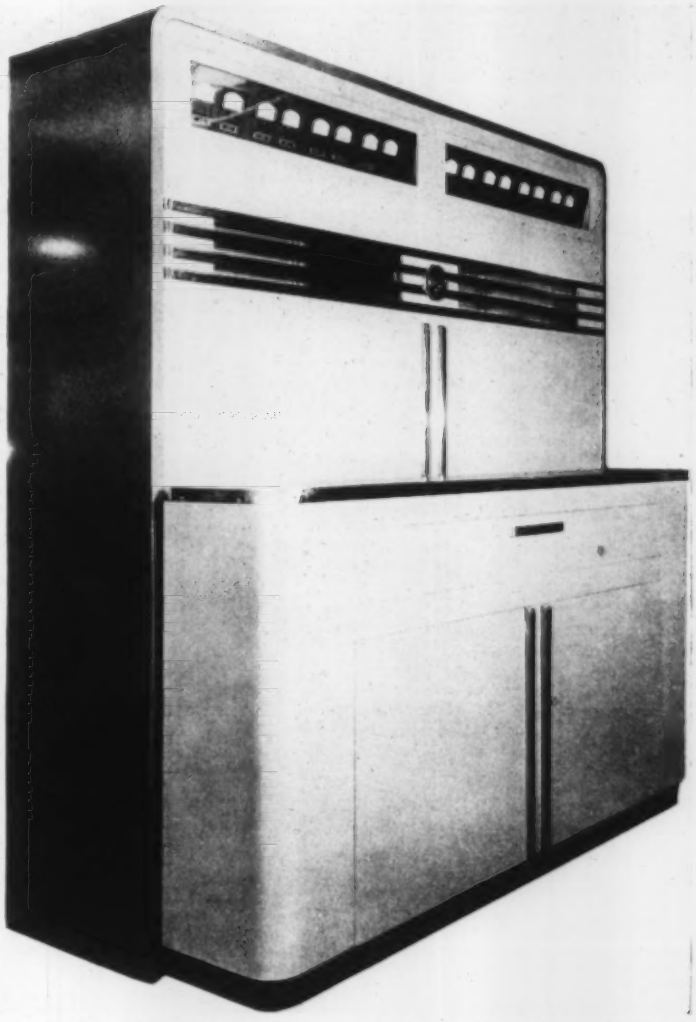
The television broadcasting bands now designated by the FCC, whose rules and regulations still brand television as experimental and hence not to be used for commercial purposes, are 2,000-2,100 kc. (in which only the several university stations are operating); 42,000-56,000 kc.; 60,000-86,000 kc.; any 6,000 kc. band above 110,000 kc., excluding 400,000-401,000 kc.

It is planned that the new transmitters will be capable of operating on any or all of the high-frequency bands, starting from 42,000 kc. and ranging up to 400,000 kc. Thus far the highest frequency band authorized for use is the 204,000-210,000 kc. band allocated to Philco at Philadelphia.

Because high-frequency television transmission requires extremely high radiating points in order to gain the widest horizon, and because its radius for practical purposes thus far is limited to the horizon, television at the outset will be restricted to local communities. This probably means first that service will be provided only in the larger cities—and this condition will prevail until more local broadcasters secure transmitters. Thus television's chief "proving ground" at first will be New York, and possibly Philadelphia and Los Angeles, where developed transmission services are already available.

The coaxial cable will eventually permit the linking of local stations into networks, receiving service from key production points as in network broadcasting. However the only coaxial cable so far laid is that of the A. T. & T. linking New

(*Continued on Page 29*)



DESIGN of the 1 kw. television video transmitter being placed on market by RCA, to be made available with full servicing facilities to all holding FCC authorizations for experimental television. This design may be altered to a certain extent as actual orders are taken.

The RCA 1 kw. television transmitter is a recently developed unit designed for meeting the highest standards of television transmission. The transmitter is arranged for DC transmission and negative modulation in accordance with the recommendations of the Radio Manufacturers Assn. It has been designed for a somewhat wider video band than is required for present day standards in order to allow for improvements in detail in the future.

Although the transmitter is rated at 1 kw. carrier power, due to the use of the DC transmission system, there is no fixed carrier power in the sense that there is a carrier in broadcasting practice. The carrier amplitude will vary during the picture transmission in accordance with the light and shade values of the picture. However, the equivalent power of the equipment, considering it on the basis of a similar sound transmitter, would be 1 kw.

The transmitter is contained within the frame (illustrated in the picture) with the video frequency oscillator and amplifiers in the upper portion. In the lower section is contained the power supply equipment and the modulator system. Video amplifiers are provided so that a level of about two volts is required at the input from the video amplifier system.

The transmitter makes use of a number of ingenious circuits which enable the extremely wide frequency bands to be transmitted. It uses a line controlled oscillator system which possesses the advantages of generating relatively large amounts of power thus reducing the necessity for a large number of buffer amplifiers. At the same time the stability is maintained by the use of an invar line in the oscillator system. Several rectifiers are used to supply the various circuits in order to avoid interaction.

An external filament motor generator set and water cooling unit are supplied, and certain of the larger power and filter components are also mounted externally. The transmitter includes arrangements for inserting the DC component into the signal for producing DC transmission.

Maytag Using 84

MAYTAG Co., Newton, Ia. (electric washing machines), on Oct. 31 started six weekly chain break announcements on 84 stations in a national spot campaign. McCann-Erickson, Chicago, has the account.

Option on WPTF Exercised by NBC

Figure of $210,000 Is Named; New Company Being Formed

IN AN unheralded move, NBC on Oct. 25 disclosed it had exercised its option to acquire WPTF, Raleigh, N. C., for $210,000. Formal papers were being prepared for submission to the FCC.

The station, an NBC outlet operating on the 680 kc. channel, has been under option to NBC for some four years, it was disclosed. The option grew out of an arrangement whereby NBC consented to WPTF's operation during evening hours on the 680 kc. channel, a clear wave assigned to KPO, San Francisco. WPTF regularly is licensed as a limited time station, with 5,000 watts power. Licensed in the name of WPTF Radio Co., it is operated by the Durham Life Insurance Co.

Sale Negotiations

It was understood that NBC does not intend to operate WPTF, though the application for assignment will be to the network company. Negotiations now are underway, it was stated, for sale of the station to a company representing North Carolina interests. Presumably this company will be formed and an application for assignment to it filed prior to a hearing on the transfer from the Durham Life Insurance Co. to NBC.

No reasons were given for the decision, NBC exercising its option Oct. 14 when it was due for renewal. WPTF has not announced any plans to combat the NBC action.

The 680 kc. channel occupied by KPO, under the proposed allocations based on the Havana Treaty, would become a Class 1-B channel, thus permitting it to be duplicated on the East Coast. At the superpower hearings last June WPTF offered testimony seeking a duplicated clear channel, or Class II, assignment on the East Coast.

The NBC option, first procured four years ago, has been renewed from year to year. Existence of the option was disclosed officially in papers filed with the FCC by WPTF under the revised ownership forms.

SMPE Talks Video

TELEVISION problems were discussed in two of the talks scheduled for the fall convention of the Society of Motion Picture Engineers, held Oct. 31-Nov. 2, at the Hotel Statler, Detroit. On Nov. 1, I. J. Kaar, General Electric Co., Bridgeport, Conn., discusses *Some of the Problems Ahead in Television*, and later in the day G. L. Beers, E. W. Engstrom, and I. G. Maloff, RCA Mfg. Co., Camden, New Jersey, demonstrate *Some Television Problems From the Motion Picture Standpoint*. Other talks scheduled deal with problems of motion picture sound recording and other questions of film engineering.

DR. FRANK B. JEWETT, president of Bell Laboratories, has been awarded the 1939 John Fritz gold medal for scientific leadership, highest honor in American engineering, previously won by Lord Kelvin, Thomas A. Edison and Guglielmo Marconi.

Cuba Orders Reallocation Under Treaty

(Assignments Effective Oct. 31, 1938)

D—Daytime Operation Only; All Others Unlimited Time

Frequency in Kc.	Power in Watts	Call Letter	City
550	100-200	CMBD	Havana
590	15,000	CMCY	Marianao
630	15,000	CMCD	Regla
660—D	100-200	CMCR	Havana
680	100-200	CMHW	Santa Clara
690—D	100-200	CMBG	Havana
710	100-200	CMKS	Guantanamo
720	100-200	CMK	Havana
740	100-200	CMJX	Camaguey
750	100-200	CMBL	Havana
770	100-200	CMKW	Santiago
780	100-200	CMCU	Havana
790	100-200	CMGH	Matanzas
810	5,000	CMCF	Guanabacoa
850	100-200	CMCM	Havana
860	100-200	CMJA	Camaguey
870	100-200	CMHO	Sagua la Grande
880	100-200	CMW	Havana
910—D	100-200	CMOA	Havana
910	1,000	CMKD	Santiago
930	100-200	CMJF	Camaguey
940	100-200	CMBZ	Havana
950	100-200	CMKL	Bayamo
970	5,000	CMCK	Havana
1010	25,000	CMQ	Havana
1050	100-200	CMCP	Havana
1060	100-200	CMHI	Santa Clara
1070	100-200	CMJW	Camaguey
1080	100-200	CMBX	Havana
1080	100-200	CMKM	Manzanillo
1090	100-200	CMHA	Sagua la Grande
1110	100-200	CMCJ	Havana
1120	100-200	CMGF	Matanzas
1130	100-200	CMJI	Ciego de Avila
1140	100-200	CMBC	Havana
1150	100-200	CMKG	Santiago
1160	100-200	CMHJ	Cienfuegos
1170	100-200	CMBS	Havana
1190	100-200	CMKX	Santiago
1200	100-200	CMCO	Havana
1210	100-200	CMHK	Cruces
1230	100-200	CMCB	Havana
1230	100-200	CMJE	Camaguey
1240	100-200	CMAB	Pinar del Rio
1240	100-200	CMHB	Sancti Spiritus
1250	100-200	CMKC	Santiago
1260	100-200	CMX	Havana
1260	100-200	CMJO	Ciego de Avila
1270	100-200	CMHD	Caibarien
1280	100-200	CMKO	Holguin
1290	100-200	CMCG	Havana
1290	100-200	CMJK	Camaguey
1320	5,000	CMBQ	Havana
1350	100-200	CMCA	Havana
1360	100-200	CMJH	Ciego de Avila
1370	100-200	CMGE	Cardenas
1380	100-200	CMCW	Havana
1390	100-200	CMJC	Camaguey
1400	100-200	CMKR	Santiago
1410	100-200	CMCQ	Havana
1420	100-200	CMJP	Moron
1430	100-200	CMKZ	Palma Soriano
1440	100-200	CMBY	Havana
1450	100-200	CMHM	Cienfuegos
1460	100-200	CMKF	Holguin
1470	100-200	CMCX	Guanabacoa
1480	100-200	CMHX	Cienfuegos
1490	100-200	CMKQ	Santiago
1500	100-200	CMOX	Havana
1530	100-200	CMC	Havana
1560	5,000	CMBF	Havana
1580	100-200	CM9RT	Guines
1600	5,000	CMBH	Guanabacoa

NEW ARGUMENT SET IN BROOKLYN CASES

IN KEEPING with the mandate of the U. S. Court of Appeals of the District of Columbia in the "Brooklyn cases" last month, the FCC Oct. 27 set aside its decision ordering deletion of WLTH and WARD, Brooklyn, and called new oral arguments for Nov. 10.

The decision deleting the stations was promulgated June 27, 1937, to become effective the following Sept. 15. It awarded the time of the two stations to WBBC, Brooklyn, also sharing time on the same channel. The FCC asked the court to remand the appeals taken by the aggrieved stations—a virtually unprecedented action. [BROADCASTING, Oct. 15.]

The FCC said that so much of the order and decision of last year as denies the applications of WARD and WLTH for renewals and grants in part the application of WBBC for modification of license, is set aside. It announced further that the requests of the three stations for oral arguments and permission to file briefs were granted, with the argument date set for Nov. 10. WLTH and WARD were permitted to file briefs by Nov. 24 and WBBC to file its reply brief by Dec. 2.

Ex-Mayor Walker Sponsored

MODERN INDUSTRIAL BANK, New York, on Nov. 6 starts a Sunday afternoon variety hour on WMCA with James J. Walker, former New York Mayor, acting as master-of-ceremonies. The program will be staged at a different hospital each Sunday. Agency is Metropolitan Adv. Co., New York.

MANHATTAN SOAP Co., New York (Sweetheart) has named Franklin Bruck Adv. Corp., New York, as agency. Present radio schedule will continue.

Ad Lib Verdict

THE first court decision involving an ad lib broadcast was handed down Oct. 26 by Common Pleas Court, Allegheny County, Pennsylvania, a jury awarding Summit Hotel a judgment of $15,000 against NBC for an ad lib remark allegedly broadcast by Al Jolson. In instructing the jury that a broadcasting company is liable for everything it puts on the air, whether script or ad lib, Judge Dithrich used as precedent the Coffee vs. KMBC case some years ago involving a *March of Time* program. The cited case was never tried, however. NBC had a four-day grace period to appeal the $15,000 judgment to a special court composed of the trial judge and two associates, who then would review the verdict and enter judgment.

Rejoin ABT

MAJORITY of technicians at WABC, New York, have withdrawn from American Communications Assn. and rejoined Associated Broadcast Technicians as a result of the election conducted by the National Labor Relations Board which showed ABT to be the choice at CBS m and o stations.

Transamerican Contract

DESPITE refusal of Transamerican Broadcasting & Television Corp. to accept cancellation of its contract to act as sales representative of the California Broadcasting System, a spokesman for the network states that the contract came to an end on Oct. 31 as far as the network is concerned. Guy Hamilton, president of the group, was in New York on business following the sending of the notice of cancellation and Transamerican's reply, but he did not see Transamerican executives nor discuss the matter.

WHBF Starts on Jan. 1 On Regional Assignment

WHBF, Rock Island, Ill., plans to begin operation by Jan. 1 with its new regional assignment authorized last month by the FCC, according to announcement Oct. 28 by John W. Potter, president.

The station, now operating as a local, was authorized to change to 1240 kc. with 1,000 watts day and night. It has purchased a new RCA 1 kw. transmitter together with two Truscon 350 ft. towers for directional operation. Installation work now is going forward. Approximately $35,000 is being expended on new equipment. The *Rock Island Argus*, of which Mr. Potter is president, is affiliated with the station.

Power Boosts in Wisc.

TWO Wisconsin stations won power increases in FCC decisions issued Oct. 28, dated to become effective Oct. 30. WHBL, Sheboygan, 250-watt full time outlet on 1300 kc., was authorized to increase its daytime power to 1,000 watts. WEMP, Milwaukee, now operating with 100 watts daytime on 1310 kc., was granted 100 watts full time on the same frequency. WTAQ, Green Bay, Wis., was authorized to increase its daytime power from 1,000 to 5,000 watts with a directional antenna for daytime operation. It now operates on 1330 kc. with 1,000 watts unlimited time and uses a directional at night.

CLASSICAL music is heard on CBS six days a week, 3-4 p. m. Saturdays the hour is 11 a. m. to noon and Sundays the *Music Hour* is extended an extra hour for the concerts of the New York Philharmonic Symphony Orchestra.

Stations in Cuba Given Reallocation

Revised Lineup Conforms to Havana Treaty Provisions

REALLOCATION of Cuba's broadcast stations, conforming to the Havana Treaty of last year, was promulgated by the Cuban National Radio Commission Oct. 21 to become effective Oct. 31, according to advices received by the State Department.

The decree promulgating the reallocation first was drafted to become effective Oct. 10 but was twice deferred.

In addition to Cuba, the United States, Canada and Mexico are parties to the broadcast reallocation, covering the band 550-1600 kc. This country, in addition to Cuba, has ratified the treaty but Mexico and Canada have not, with action expected before the end of the year.

New allocations projected for the United States were considered by the FCC at hearings last June and proposed new regulations tying into them likewise were taken into account. Actual promulgation of the new allocation in this country, it is expected, will await ratification of the treaty provisions by Canada and Mexico.

In the accompanying columns are the new Cuban allocations, as promulgated by Francisco Gomez, Cuban Minister of Communications.

More Sponsors Signed For Cooperative Series

ADDITIONAL sponsors have been decided upon for the cooperatively sponsored *Show of the Week* program, which is heard on 18 Mutual stations and the newly-formed Texas State network [BROADCASTING, Oct. 1]. New sponsors with stations are as follows: Howard Clothes, WFIL, Philadelphia, and WAAB, Boston; Davis Perfection Bakery, KHJ, Los Angeles; Weinberger Co., WHKC, Columbus; Arcadia Launderies, WOL, Washington, D. C.; Schmitt & Henry Mfg. Co., KSO, Des Moines; Fontenelle Brewery, KOIL, Omaha; Daniels & Fisher Shoe Co., KFEL, Denver; Nash Coffee Co., KSTP, St. Paul; Page Dairies, WSPD, Toledo, and John A. Brown Co., KTOK, Oklahoma City.

General Baking Co., Washington, D. C., has joined the list of local sponsors for the *Lone Ranger* series on MBS, sponsoring the program on WOL, Washington, Monday, Wednesday and Friday, 7:30 to 8 p. m.

Two new accounts were added on Oct. 20 to the cooperatively sponsored program conducted by C. Houston Goudiss on WHN, New York: C. F. Mueller Co., Jersey City (macaroni), and the National Sugar Refining Co. of New Jersey (Jack Frost Sugars).
sors already using the thrice-weekly program, *What to Eat & Why*, are Richardson & Robbins, Dover, Delaware (boned chicken), Kraft-Phenix Cheese Corp., Chicago, and Rap-in-Wax Co., St. Paul.

THE 15-round title bout between Henry Armstrong and Ceferino Garcia, on Nov. 2, will mark the beginning of the 1938-39 series of NBC fight broadcasts, sponsored by Adam Hat Stores, New York, on NBC-Blue.

New FTC Division Is Created To Scrutinize Broadcast Copy

P. B. Morehouse Transferred to Take Charge of Increased Work Under the Wheeler-Lea Act

A NEW division to handle the Federal Trade Commission's control over radio advertising, along with periodicals, was formed Oct. 18 by the Commission to utilize the enlarged powers afforded by the Wheeler-Lea amendment to the FTC Act. Known as the Radio & Periodical Division, the new agency displaces the special board which since 1929 has reviewed advertising continuities and copy.

Director of the division is PGad B. Morehouse, FTC attorney. Other members include E. J. Adams, chairman of the former board, and W. F. Davidson, former vice-chairman.

Reorganization of the FTC radio and newspaper advertising setup is designed to provide greater efficiency and was made necessary by the increased activity brought about by the Wheeler-Lea amendment. The entire personnel of the special board staff was transferred to the new division, with no changes in grade or salary.

Mr. Freer

Mr. Morehouse

Not a Purge

Mr. Morehouse said it had not yet been decided whether members of the new division would function as a board or act individually in dealing with advertising matters. Although no personnel limits have yet been set by the FTC, it is probable that an assistant director will be named to take the place of Clyde M. Hadley, former member of the special board and recently transferred to the chief examiner's division. Robert E. Freer, youngest member of the FTC, will be in supervisory charge of the new division.

Mr. Morehouse joined the FTC in 1930 as a trial attorney after having been in private practice in Washington since 1916. He had charge of the many cases in which blenders and bottlers posed as distillers, an FTC worry immediately after repeal. He characterized the reorganization as "anything but a purge", pointing out that with the new division yielding even greater efficiency, more complete cooperation and help could be given advertisers.

He declared the division would do all the work possible with funds and personnel at its disposal, but that there would be in no sense any "drive" on advertisers beyond the regular functioning of the department.

The special board investigating deceptive advertising was created in May, 1929, with one full-time and two part-time members drawn from the FTC legal division and two clerks. At present, the personnel has grown to approximately 50. The work of the new Radio & Periodical Division will remain the same as that of the special board, reviewing advertising copy and determining when proceedings should be started.

The scope of FTC powers over advertising was broadened by elimination of the unfair competition factor through the Wheeler-Lea bill amending the FTC Act [BROADCASTING, July 15]. These powers will broaden further, Mr. Morehouse pointed out, as personnel and funds for the division increase. Under the revised statute the Commission's jurisdiction extends to any case involving false or misleading representations in advertising, with no requirement that any unfair practice resulting in injury to a competitor be shown.

Recent Actions

Among FTC orders and stipulations during the last fortnight of interest to broadcasting were these actions:

Devoe & Raynolds Co., New York, and Wadsworth-Howland & Co., Boston, a subsidiary, stipulated that claims made for various paints would be discontinued. The firms agreed to cease alleged claims that their paint contained a new pigment whiter than other paints; that their paint lasts twice as long as other paints unless such claim is limited to average paint jobs, and that it "overcomes" sun, rain and dust.

Willard Tablet Co., Chicago, was ordered to discontinue alleged misrepresentations about the therapeutic properties of Willard Tablets. It was found that the company distributed to buyers literature with dietary and hygienic advice which it referred to as the Willard Treatment. The claims involved statements that the tablets or treatment constituted competent and adequate treatment for stomach or duodenal ulcers, or that either will do more than produce a soothing effect on irritations caused by excess acid or provide temporary relief. The words "remarkable" and "marvelous" are not to be used, nor is it to be stated that the formula is unique or more dependable than any other for correction of ailments for which the firm recommends it.

Julep Tobacco Co., Boston, agrees to cease claiming that Julep cigarettes never make the throat dry or parched, never tire the appetite, and banish "morning-after" taste, that the mint helps counteract irritants in tobacco or throats irritated by heavy smoking, or that it has any other therapeutic action.

Longines-Wittnauer Watch Co., New York, agrees to cease claiming that Longines watches are Government standard for air or sea navigation and are better timepieces than the sun or stars.

United Drug Co., Boston, in selling Mi-31 Solution for colds, agrees to cease claims that it will kill all germs unless the claims are limited expressly to germs exposed to direct contact with the solution.

HISTORIC MIKE
Used by KDKA Is Presented To Smithsonian

NBC has presented to the U. S. National Museum of the Smithsonian Institution, as one of a series of historic microphones illustrating the devlopment of the instrument, the "tomato can" mike employed to broadcast the Harding-Cox election returns on Nov. 2, 1920, on KDKA, Pittsburgh, pioneer station then operated by Dr. Frank Conrad of the Westinghouse E. & M. Co., and now about to celebrate another anniversary. The series illustrates the efforts of radio engineers to produce the ideal microphone.

Included in the exhibit are one of the pioneer wireless telephone carbon transmitters; the "tomato can" and later refined models of the carbon mike; a condenser microphone, used in the first broadcast of the Metropolitan Opera in 1931 and the first broadcast involving world-wide relays using shortwave relay transmitters; and induction apparatus.

Favorable Figures From Rural Survey Form Basis of NBC-Blue Sales Drive

RESULTS of a rural listener survey, now nearing completion at NBC, reveal such a good showing for the Blue Network that they will be made the chief sales argument in a three-point intensive drive for this network, Roy C. Witmer, NBC vice president in charge of sales has announced.

Mr. Witmer

Although the survey is one of the most extensive listener-habit studies ever made, it will not be published in general form, Mr. Witmer stated, but will be presented exclusively by NBC salesmen as it applies specifically to the stations of whatever network combination they are offering their prospective clients.

NBC's dual network system, with its various interchangeable supplementary groups, offers such a variety of choices to the advertiser that the decision was made to apply its new sales story specifically to the needs of individual clients rather than to make any general presentation, he continued, adding that to publish the complete findings would serve only to take the edge from the salesman's story.

Other points in the Blue campaign are the fact that time is available during the so-called premium hours and the new discounts for advertisers using one or more Blue supplementary groups [BROADCASTING, Oct. 15]. Announcement of the plan stresses the temporary nature of this "economy" rate structure, which NBC claims offers the lowest cost per radio family of any network and which is being offered as a special inducement to get advertisers to give the Blue a chance to show the hitherto unsuspected strength disclosed by the survey.

Study, made under the supervision of Jack Green, covers one out of four of the country's rural counties, those containing no city of more than 25,000 population nor any radio station, as the survey was particularly concerned with the listening habits of those remote from the transmitters. The Crossley and other surveys, it was pointed out, are confined to cities in which all network programs are available to all listeners, the choice depending entirely on the relative appeals of competing programs.

In the remote areas, however, listeners' choices are limited by the signals reaching their sets, which in many cases give them only one or two network programs at any time. Clear-channel stations are the chief source of programs to 75% of this rural audience, it was stated, with many listeners depending on stations hundreds of miles away from their homes because these stations supply the best signals. Therefore NBC found that program preferences were frequently at variance with the Crossley ratings, since people cannot listen to what they cannot hear.

First advertiser to extend its coverage of Blue stations in response to the inducement of the new low rates is Adam Hat Stores, New York, which sponsors blow-by-blow broadcasts of the fights in Madison Square Garden in the interest of its low-priced hats for men. For several years a sponsor of boxing bouts on local stations in New York, this company began on NBC last year, returning this fall with a network of 37 stations, which it has now increased to 57 by adding the four Blue supplementary groups. Network broadcasts have been responsible for increasing the Adam sales area from 250 stores or agencies in the New York metropolitan area and a few others in eastern cities to 400 outlets extending as far west as Fort Worth, according to Leon Goldberg, advertising manager of the company.

The double-bill broadcast on April 1, covering the Apostoli-Lee bout in New York and the Thomas-Louis fight in Chicago, preceded the opening of a new store in Columbus on Saturday. "In spite of an all-day rain, by evening we had sold every one of our 200 dozen hats," Mr. Goldberg said, adding that leads resulting directly from the broadcasts had kept 30 salesmen on the road from Jan. 1 to April 1, when they were recalled because the factory could not keep pace with the orders.

WEVD, New York, which recently absorbed WFAB, New York, on Nov. 11 will start a series of dedicatory programs officially to open its new studios at 117 W. 46th St., New York. The first program will be a three-hour broadcast, and will be followed by 19 salute programs from 10 to 11 p. m. daily through Dec. 3, each presented by a different organization.

WBS Names Wight Chicago Manager

Roy Holmes Joins Disc Firm; Lewis, Jacobson Promoted

PROMOTION of Read Wight of the Chicago sales staff of World Broadcasting System, as resident manager in Chicago in charge of Midwest activities was announced Oct. 18 by Percy L. Deutsch, along with other appointments.

Mr. Wight

Norman Cotterill, WBS sales vice-president, announced formation of a new creative selling organization to function on behalf of World Transcription System. The new sales force will operate in conjunction with the market analysis staff, also recently formed under the consulting supervision of Dr. Herman S. Hettinger, radio economist and research expert.

Roy H. Holmes, former NBC traffic manager, has joined WBS

Mr. Podeyn

Mr. Miller

Mr. Crosier

Mr. Lewis

in a similar capacity in New York. Leonard Lewis, for the last year editor of *World News*, WBS house organ, has been elevated to the sales department, and Herbert L. Jacobson was transferred from the continuity department to advertising and publicity, succeeding Mr. Lewis. Also named to the new sales force were Don Miller, David F. Crosier, and George Podeyn.

Former Affiliations

Mr. Wight for five years has been a member of the Chicago sales staff of WBS under A. J. Kendrick, vice-president. With Mr. Kendrick's transfer to New York as general manager of World Transcription System, launched Oct. 1, Mr. Wight was named temporary successor and now is appointed resident manager. A Harvard graduate, he was formerly in the advertising department of Procter & Gamble, and then joined the H. W. Kastor & Sons Adv. Co. as radio director. He also has served with Packard and International Business Machines, and is well-known throughout Midwest radio and advertising circles.

Mr. Holmes was with NBC for 11 years and prior to that time served as assistant sales manager of the American Bank Note Co. In his new post he will organize a traffic department and handle time clearances, orders and routine for World Transcription System accounts. He will also compile station data for WBS' new "Gold Group."

Mr. Lewis was formerly radio editor of *Printer's Ink* and joined WBS to take over editorship of *World News*. His successor, Mr. Jacobson, was a contributor to the *New Yorker* and other magazines prior to joining *World*. At Columbia U., where he graduated with honors, he was editor-in-chief of *The Jester*.

David F. Crosier, formerly radio director of Pedlar & Ryan and subsequently seller of radio time as Eastern representative of the short-lived Affiliated Broadcasting Co., Insull-promoted midwestern regional network, and as member of the New York staff of Hearst Radio, has joined the sales department of World Broadcasting System, New York, where he will specialize in selling the "Gold Group."

Market Consultant

Don Miller formerly covered the New York, Philadelphia and Connecticut territories for *Cosmopolitan*. He was previously advertising manager of *Today* and his radio experience began in the early days of WOR. Mr. Podeyn, one of the pioneers of commercial radio, came to WBS a year and a half ago from Fuller & Smith & Ross where he was radio director. Prior to that he was with BBDO and with NBC.

Mr. Deutsch announced appointment of Dr. Herman S. Hettinger, radio economist, author and research expert as market consultant for WBS. He will serve in an advisory capacity on marketing problems in connection with WTS. He will retain his post as assistant professor of marketing at the University of Pennsylvania as well as his general consulting practice. At World he will work in cooperation with the market analysis staff of the sales department.

Jurisdiction to Be Disclaimed by FCC In Protest Over Swinging of Classics

A PROTEST, asking heavy penalties upon stations which broadcast music "swinging" the classics sent to FCC Chairman Frank R. McNinch, will get the usual retort of "no jurisdiction", it was learned Oct. 27.

Alfred L. Dennis, president of the Bach Society of New Jersey, announced he had sent a letter to Chairman McNinch proposing that stations which violate the canon of decency by permitting the syncopation of classics, particularly Bach's music, be penalized by having the licenses suspended for the first offense and punished by revocation of licenses for the second.

While Mr. McNinch had not responded to the communication at the time BROADCASTING went to press, it was learned officially that the obvious response from the Commission would be that under the law it has no jurisdiction over programs per se, unless they happen to be obscene, profane or indecent or otherwise violate laws.

The Dennis letter assailed the "savage slurring of the saxophone and the jungled discords of the clarinet." It added that if the trend is permitted to go unchallenged "swing renditions of the Mass in B Minor will follow, offending listeners on both religious and aesthetic grounds."

Three New Affiliations Announced by Networks

THREE new network affiliations have been announced during the last week. WABI, Bangor, Me., will become a CBS affiliate about Feb. 16 to replace WLBZ, present outlet which has been carrying both CBS and MBS programs. It operates on 1200 kc. with 250 watts day and 100 watts night.

WAPO, Chattanooga, will join the NBC Blue Nov. 1, becoming its 160th affiliate. It operates on 1420 kc. with 250 watts local sunset and 100 watts night.

KOME, new Tulsa 100-watter, will join the Oklahoma and MBS Networks on Nov. 6. The 108th MBS outlet, the station will operate on the 1310 kc. channel with 250 watts daytime.

CIO Affiliate Advocates WPA Employment Aids

A DELEGATION representing the American Communications Association, CIO affiliate, conferred with FCC Chairman Frank R. McNinch Oct. 21 regarding a possible WPA project to relieve unemployment among communications workers, notably those in the telegraph field. A number of plans advanced by the ACA-CIO group were discussed along with several ideas Mr. McNinch is understood to have developed.

Nothing tangible was agreed to at that time. Detailed plans will be submitted by CIO to the Chairman who will take up the matter of submitting a definite proposition to WPA at a later date. Attending the sessions were Joseph Kehoe, official of ACA, and Ralph Hetzel, secretary to John L. Lewis and CIO unemployment director.

Would Break Record

HUGH C. TERWILLINGER & Associates, Los Angeles, in a race to break the world's record in selling life insurance, on Oct. 26 started, for six weeks only, sponsoring Jimmy Vandiveer's *Meet Some People*, on KFI, that city. Firm must sell a policy every 45 minutes between Nov. 1 and 30, and have more than 690 new clients at end of 30 days. This is the firm's first radio. Agency is Chas. H. Mayne Co., Los Angeles.

Met. Life to Return

METROPOLITAN LIFE INSURANCE Co., New York, is planning an hour show to be presented as a national network program. Young & Rubicam, New York, reports that the company is considering several types of programs.

MORE than 140 students of the City College of New York have registered for the radio survey course, entitled *Radio Broadcasting: Theory and Practice*, given Tuesday evenings under the direction of S. N. Siegel, program director of WNYC, New York.

Joint NAB Drive Endorsed by RMA

Committees to Lay Plans to Promote Radio Industry

A COOPERATIVE promotional campaign to be sponsored jointly by the NAB and the Radio Manufacturers Assn. was endorsed by the latter organization at the Oct. 20 meeting of its board of directors in New York.

Plans to sell broadcasting both from the transmitting and receiving ends would be evolved. The NAB in the past has gone on record favoring such an undertaking and the RMA board had before it a letter from NAB President Neville Miller urging action. A. S. Wells, RMA president, is expected to serve as chairman of his committee, with Mr. Miller serving for the NAB.

Every Dealer a Salesman

NAB and RMA, it is expected, will appoint committees which would work together and submit plans to each organization. A substantial fund for the promotion is planned. The object is to have every dealer act as a salesman for broadcasting and every broadcaster in the position of promoting receiver sales.

Preliminary discussion included a proposal for an annual broadcasting show in New York during a "National Radio Week". The idea is to set up a theater presentation, possibly in Madison Square Garden, with leading network programs broadcast from the auditorium. There would be industry exhibits, tracing the history of broadcast transmitter and receiver development.

The idea also has been advanced that both the NAB and RMA hold their annual meetings during this "National Radio Week". Satellite meetings of smaller groups in radio, including engineers, announcers, commentators, news editors and the like, also might be held during the session, with an annual banquet for the combined industry groups.

Would Take Over KIDW

SURRENDER of the Southwest Broadcasting Co. lease on KIDW, 100-watt outlet in Lamar, Col., was disclosed Oct. 20 in an application filed with the FCC for transfer of the license to Lamar Broadcasting Co. The Southwest Broadcasting Co. is headed by Leonard E. Wilson, operator of KGIW, Alamosa, and KOKO, LaJunta. The owners of KIDW, who would resume operation of the station, are W. G. Brown, Lamar lumber man, 85 shares; M. R. Sundy, Ford dealer, 65 shares; A. C. Gordon, attorney, 10 shares.

Magazine Drive

HOUSEHOLD MAGAZINE, Topeka, on Nov. 24 starts a two-week contest campaign of thrice weekly quarter-hour library discs on WLS KLZ WOWO WHO KMA WJR WCCO KITE KFEQ KWTO KGHL KFAB WHAM KFYR WDAY WLW WHJB WSM KGKO WWVA. The national contest offers $100 as first prize for the best recipe. Presba, Fellers & Presba, Chicago, has the account.

WHO offers 308,000 EXTRA RADIO HOMES from "IOWA PLUS"

The daytime primary area of big station WHO touches or includes every county in Iowa—an area of approximately 462,000 radio homes.

But in addition to this tremendous coverage, WHO offers you an EXTRA listening audience of 308,000 EXTRA radio homes in the PLUS of "Iowa Plus".

These PLUS families alone represent a market that would put many an advertiser on easy street. But they're only 40% of the audience you reach with WHO. . . . May we send you *all* the facts?

WHO

FOR "IOWA PLUS!"

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives

Final WLW Ruling Unlikely This Year

Exceptions, Arguments And Courts Likely To Cause Delay

FINAL action on the renewal of the WLW authorization to continue experimental operation with 500,000 watts is not expected until next year despite the unanimous recommendation of the three-man FCC Superpower Committee that it be reduced to its regular output of 50,000 watts.

Exceptions to the Committee's report, normally due 15 days following the Oct. 17 release, will not be filed until Nov. 21 under an FCC action Oct. 21. Duke M. Patrick, counsel for WLW, had sought the postponement because of prior commitments, the impending chain-monopoly inquiry and the size of the record.

Oral arguments normally would be held several weeks after filing of the exceptions, with action by the full Commission to occur at a subsequent date. Should the Commission sustain the recommendations of the Committee, WLW still would have recourse to the courts.

Newspaper Mixup

Unusual circumstances surrounding premature release of the Committee's report tended to aggravate the internal conflict within the FCC. Publication of news stories in at least two newspapers several days prior to actual release of the report to the effect that the Committee would recommend denial of the WLW renewal drew from Chairman McNinch the curt observation that the commissioners or staff members responsible were "dishonorable".

These newspaper stories were based on a purported "leak" which at least one commissioner apparently anticipated. Since the leak did not occur, the newspaper stories on it were actually the first published reports regarding the Committee's recommendation. It was also reported in FCC circles that the Committee's 24-page report had been mimeographed several days in advance of its formal release for publication.

Commissioner George H. Payne, who precipitated the WLW license renewal proceeding by ordering it designated for hearing while in charge of broadcast routine last summer, is a member of the Committee. Though aggressive in his criticism of the station, he did not ask a solitary question of WLW witnesses during the hearings before the Superpower Committee July 18-29. Moreover, the Committee recommendation was made available to newspapermen Oct. 15 for release Monday, Oct. 17—in itself unusual procedure for the FCC.

The Committee report bore the signatures of Norman S. Case, chairman; T. A. M. Craven, vice-chairman, and Payne. Commissioner Case has been confined to his apartment by illness and the report was drawn following conferences with him.

A score of pages in the 24-page report were devoted to an analysis of the evidence [BROADCASTING, Aug. 1, 15]. The last few pages contained the substance of its findings. These were that WLW's proposed experimental research program did not require use of 500 kw. to make substantial contribution to the radio art; that the 500 kw. operation resulted in interference with WOR's signal, and that certain stations in the service area of WLW appeared to suffer adverse effects economically.

The committee's report is in the nature of an examiner's finding, except for the fact that three members of the seven-man Commission already have committed themselves against renewal. Widely published stories that Chairman McNinch and Commissioner Sykes and Brown would disagree with the Committee and that Commissioner Walker held the "balance" were disclaimed.

Text of Conclusions

The Committee's conclusions and recommendations follow in full:

The application of The Crosley Radio Corp. seeks, in effect, continuance of the right to use experimentally 450 kw. in addition to the regularly authorized power of 50 kw. Therefore, in addition to the general statutory standard of public interest, convenience or necessity, the Commission must consider the provisions of Section 303(g) of the Communications Act of 1934, which specify that the Commission shall study new uses for radio, provide for experimental uses of frequencies and generally encourage the larger and more effective use of radio in the public interest.

The facts above outlined show that the applicant in this case has contributed to the technical development of radio and has augmented the general store of scientific knowledge concerning this modern invention. A 500 kw. transmitter has been developed and its use for regular broadcast operation proven feasible from a technical standpoint. The utilization of this amount of power has also been demonstrated as a method of affording listeners in remote rural areas, as well as in towns which do not have or cannot support local transmission facilities, an improved service. The applicant has been a pioneer in the field of experimentation and normally should be permitted to continue such experimentation, provided, first, that its plan of research is such as is likely to result in substantial contribution to the art of broadcasting and that the successful continuation of said plan requires the use of 500 kw. power; second, that such continuance does not adversely affect other stations now licensed either from the standpoint of interference or economics (or if such adverse effects are present, whether outweighed by other factors), and, third, that the interest of the public in general is served. The latter factor necessarily involves all factors in this case.

In substance, the applicant's plan of the future experimentation is to determine upon and install an antenna structure of wide flexibility, permitting control of the location of the rapid fading area and the placement of the primary and secondary service areas where most needed. These problems rise in their entirety in connection with nighttime operation. During daytime the problem would simply be to obtain as wide coverage as possible from the ground wave. However, power of 500 kw. is not essential to the program of experimentation. The signal radiated by stations may be definitely controlled by varying types of directive antenna systems. The amount of power used has no bearing upon the location of the rapid fading zone, and the signal which would be received from a 500 kw. transmitter at any given point can be readily calculated from the measured signal received from a 50 kw. transmitter.

Although it was contended that under the present conditions of propagation, due largely to the extreme sunspot activity, there is not sufficient sky wave signal from a lower powered transmitter in the order of 50 kw. to permit study in the secondary service area, yet conditions at the present time approximate the worst possible and will not recur for about eleven years. In the meantime, sky wave signal propagation will become increasingly better, the tendency will be toward average conditions until maximum efficient propagation are reached about midway of the eleven-year cycle of sunspot activity now beginning. As these conditions improve, experimental studies such as proposed by the applicant may be readily carried on with power of 50 kw.

Station WOR, Newark, New Jersey, licensed to operate on the adjacent clear channel of 710 kc. with power of 50 kw. has been subject to objectionable interference during the operation of WLW with power of 500 kw. The extension of the authority here sought will result in the continuance of such restriction. Station WOR, being a clear channel station, should normally serve a larger area and population. While some interference would be experienced with each station using 50 kw. power, the degree of interference to be expected is directly proportional to the ratio between the signal strength of the desired and undesired signals. In other words, limitation upon WOR is more objectionable as the disparity of power between the two stations increases.

Instances are shown in this record where stations within the area served by WLW have experienced difficulty in obtaining commercial support particularly of the type commonly called "national spot advertising". However, one such station was able to make a good profit and another a small profit. There is nothing to indicate what profits might have been made without competition of WLW. The wider coverage obtained by reason of higher power has naturally resulted in more widespread competition and included are stations at points far enough removed from Cincinnati to receive little if any competition from WLW using the normal output of 50 kw. power. Although reasonable competition is to be desired, it ceases to be reasonable and becomes undesirable when the effect thereof is to render impossible the operation of stations as media of local self expression. This important factor of public interest must be given careful consideration in distributing facilities to the communities of the nation as a whole. Representatives of WLW in arranging the sale of time with prospective advertisers have stressed the point of the tremendous amount of power and the consequent very wide coverage thereby obtained. As an indication of the success of such representations, one need only consider the fact that for the year ended Dec. 31, 1937, the net income after deduction of income taxes amounted to $702,954.61 and for the year prior thereto $706,589.89. These figures indicate a net return in one year of nearly 70% of the original cost of all applicant corporation's property devoted to broadcast service as of Dec. 31, 1937. Since 1933 there has been a marked increase in broadcast station revenues, and it is, of course, impossible to estimate the amount that would have been earned with normal operation at 50 kw. power.

From the facts in this case we conclude, first, that the applicant's proposed experimental research program does not necessitate the use of 500 kw. power to result in any substantial contribution to the radio art; second, that in the light of the adverse effect upon the reception of Station WOR and the uncertainty as to the economic effects generally of such operation, caution should be exercised by the Commission in extending the experimental authorization, no compelling reasons therefore having been advanced; and third, in view of these factors, public interest, convenience and necessity will not be served by the granting of the application.

It is therefore recommended that the application of The Crosley Radio Corp. for extension of special temporary experimental authorization to use and operate the radio transmitting apparatus of W8XO with the call letters of Station WLW and with power of 500 kw. *be denied.*

Clear Channels and High Power Urged By RMA in Resolutions to the FCC

RESOLUTIONS urging the FCC to maintain clear channels and provide for the highest practicable power on all broadcast channels were adopted by the board of directors of the Radio Manufacturers Assn. at a meeting in New York Oct. 20. The resolutions were forwarded to the FCC.

The RMA later will present similar resolutions to all members of Congress and otherwise "develop sentiment" in favor of high power, clear channel broadcast service on the ground that it "insures the best radio set reception for the listening public."

Pointing out that the FCC now is considering these policy matters, the RMA board said it adopted its resolutions in the interest of the listening public. There has been a trend in Commission policy and also sentiment in Congress for reduction of power for stations and also of clear channel operation, neither of which is regarded by the RMA as in the public interest nor that of the radio industry generally. The resolution and recommendations to the FCC follow in full:

The Radio Manufacturers Assn. being concerned primarily with the manufacture, distribution and maintenance of broadcast receivers believes that it can speak for the listening public with authority, with reference to the possibility of the limitation of clear channel station power and with reference to the possibility of the extension of shared channel assignments to broadcast stations at the cost of the cleared channel assignments.

Because of the unavoidably serious consequence of either or both of these possibilities on the broadcasting available to many segments of the listening public, the RMA takes this opportunity to again restate certain well established fundamental scientific and engineering facts and to voice its conviction as to the necessary consequences of these facts on the power and frequency assignment practices of the Commission.

It is a fact that while a broadcasting station inevitably transmits its signals over tremendous distances, the area to which it can render a useful service is sharply limited by the radio noise level.

It is a fact, also, that such levels of transmission as are of too low an intensity to render useful service are yet sufficiently strong to create serious interference with transmission of other stations operating on the same frequency assignment.

It is a fact that the extent and in-

(*Continued on page 64*)

FEATURE FOODS

NOW ON WLS

MARTHA CRANE HELEN JOYCE

America's leading saleswomen of foods, backed by cast of nationally famous radio entertainers.

● The FEATURE FOODS PROGRAM was inaugurated on Station WLS in January, 1935. This program has set records for sales increases and mail response over Station WLS. The program is a half-hour, six-day-a-week show featuring Martha Crane and Helen Joyce, accepted as authorities on Foods and Homemaking problems in the WLS area. Martha and Helen are supported by a cast of nationally known entertainers heard on coast-to-coast NBC network programs originated by WLS.

The FEATURE FOODS SERVICE embraces: (1) Radio Advertising on WLS, a 50,000-watt station which covers 10.1% of U. S. grocery potential, (2) Calls on the trade, (3) Placement of store Display Material, (4) Circular Advertising, (5) Demonstrations weekly at Women's Club Meetings.

This plan has been in successful operation since January, 1935—serving such food manufacturers as Bird's Eye Frosted Foods, Spry, Scottowels, B & M Baked Beans, Rap-In-Wax, Ma Brown Pickles and Preserves, Pillsbury's Pancake Flour, Brer Rabbit Molasses, etc. Cost of the service is moderate and is employed successfully by concerns with and without large sales organizations.

FEATURE FOODS IS READY TO MAKE THE CHICAGO AREA YOUR LOWEST INQUIRY-COST MARKET — TO MULTIPLY THE MOVEMENT OF GOODS THROUGH GROCERY CHANNELS —

WITH A PLAN THAT BATTERS DOWN SELLING COST!

WLS Gets Results

National Representatives:
INTERNATIONAL RADIO SALES
Chicago, New York, Detroit,
Los Angeles, San Francisco

WLS

THE PRAIRIE FARMER STATION
Burridge D. Butler, *President* (Chicago) Glenn Snyder, *Manager*

Hollywood Radio City an Ideal Plant

ENTER here, it being the corner of NBC's new Hollywood Radio City leading into the three-story main foyer.

NBC Gradually Moving Operations Into New Site

By DAVID GLICKMAN

WITHOUT premiere or fanfare, NBC on Oct. 17 officially "opened for business" its new ultra-modern RCA-equipped western division headquarters in Hollywood. Making news by the very absence of blazing lights and fanfare, NBC executives, headed by Don E. Gilman, western division vice-president, were present to open the massive doors of the structure at Sunset Blvd. and Vine St. and the staff went to work.

"We complete this link in an ultra-modern chain of broadcasting plants with faith in Hollywood's future as a center of radio," Mr. Gilman said. "NBC Hollywood Radio City is doubtless the most beautiful and practical broadcasting plant in the United States. With the facilities now at our command, NBC from its West Coast headquarters is in a position to broaden the scope of its service tremendously and adequately meet all likely demands of this rapidly expanding production center for the next few years. Our western division headquarters are the most modern that science has produced. No effort or expense has been spared to provide a practical working network unit on a major scale."

No Interruption to Business

Move-in has been gradual, starting in early October when the network began using its first completed auditorium-studio on Sunset Blvd. and also started shifting production units and other departments from the former headquarters on Melrose Ave. to the new plant. Although it will be some days before the entire plant is completed, all departments are now housed in the new edifice, the shifts being made without interruption of routine.

The structure, representing an investment of $2,000,000, is officially tagged Hollywood Radio City. It occupies half of a 4½-acre tract and is bound by Sunset Blvd., Selma St., Vine St. and Argyle Ave. The three-story executive building and eight broadcasting studios are of modern classical design. Four large auditorium-studios, built as individual units on a modified motion picture sound stage plan but actually linked together with glass brick walls, seat 350 each. Two of the stages, largest ever constructed for radio, are 3,000 square feet each.

Stages of the other two large auditorium-studios are 2,000 square feet each. Four smaller studios, which do not include audience accommodations, are also located on the main floor. Large studios are similar except in color scheme and detail of design. Each has its own lounging rooms and sound-proof glass panels which permit visitors to see rehearsals from the individual lobbies. Client's room in each studio, visible to the audience, overlooks the stage and is directly over the control room.

Three-Story Foyer

At the rounded apex of a triangle, on the northeast corner of Sunset Blvd. and Vine St. is a three-story foyer which links the executive office building and the four main auditorium-studios. Daylight is admitted to the foyer through glass brick panels, running 40 feet up to the ceiling. By night the foyer is suffused with indirect light. The ceiling is acoustically treated with mica tile. The public enters the auditorium-studios from Sunset Blvd. Artists and employes use a private corridor entrance opening directly to the network's rear parking lot.

Erected by Austin Co., nationally-known builders and contractors, the structure and engineering design throughout reflect the ultimate scientific development in broadcasting facilities at this time, according to O. B. Hanson, NBC New York vice-president and chief engineer, under whose supervision it was designed and built. He pointed out that the edifice was planned according to strictly functional requirements to assure highest efficiency for the working personnel, but with equal emphasis on public convenience and comfort.

A Dream Realized

"Hollywood Radio City is an answer to the radio engineer's dream of an ideal broadcasting plant," he said. "We have always considered the sound stage type of construction an ideal plan, but until now we have never had an opportunity to depart from the conventional studio design of building the auditorium in steel buildings and on separate floors. Spread horizontially in sound stage design with all studios located on one working floor, this is the ideal broadcasting plant. Acoustically, the studios are as perfect as knowledge of man can make them."

The edifice was built without a rivet. The steel skeleton of the structure was put together with electric torches. The welded steel construction is ultra-modern and stronger than rivet binding, according to J. G. Strang, NBC engineer in charge of construction. He declared that during erection of the building, through this new process, practically all noise was eliminated. Puilding exterior is painted a soft blue green, chosen scientifically to reduce the California sun glare and to blend with blue of the sky and green of landscaped grass, palm trees and shrubbery. The 300-foot terrace wall which graces the Sunset Blvd. side of the building and leads to the auditorium-studios, is painted a deeper green, with a floor of red cement and steps of terracotta quarry tile. Only exterior decorations are aluminum strips on rounded corners, huge illuminated metal NBC and RCA signs and three colored neon tubes paralleling the terrace on Sunset Blvd. The flat-domed roofs of the individual studios and office building are painted with aluminum to deflect heat rays of the sun and increase air-conditioning efficiency.

Functionalism is stressed throughout. Walls and ceilings have been treated to absorb or dis-

(*Continued on Page 58*)

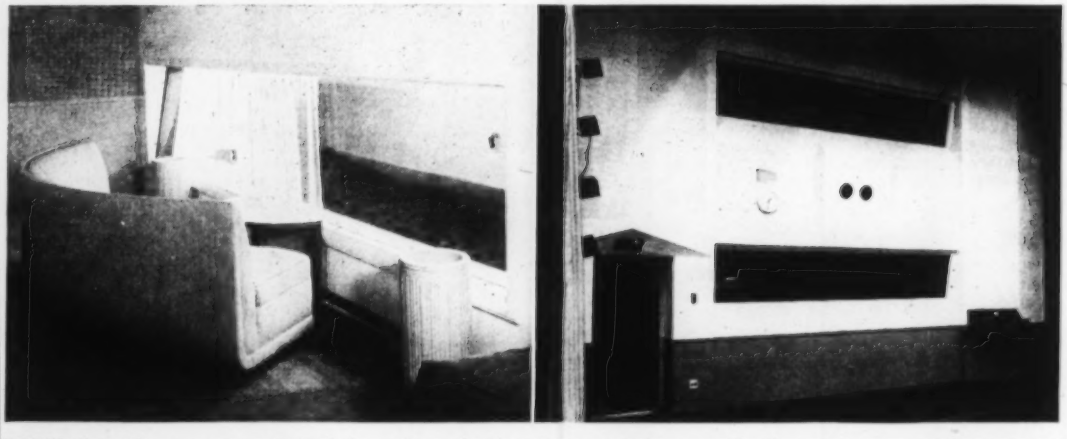
CBS Already Planning More Room in Hollywood

CBS, having already outgrown its present new West Coast headquarters at Columbia Square, Hollywood, is reported to have bought adjoining property on El Centro Ave., between Sunset Blvd. and Selma St. and is planning construction of additional facilities which will include three intimate studio-theatres, each with seating capacity of between three and four hundred persons. Production quarters will also be provided.

Columbia Square building now contains 7 studios and an auditorium which seats 1050. CBS also has outside accommodations in Hollywood. Besides its Radio Playhouse on Vine St. and Columbia Music Box on Hollywood Blvd., the network rents one of the KFWB studios located on the old Warner Bros. lot on Sunset Blvd. Sponsors of several shows which now originate in Columbia's outside theatres are seeking smaller and more intimate quarters for their studio audience programs. CBS erected its Columbia Square building on Sunset Blvd. between El Centro Ave. and Gower St., less than a year ago.

Texas Net Expands

ELLIOTT ROOSEVELT, president of Texas State Network, on Oct. 25 signed contracts for erection of a second floor on the main building of the headquarters office. A second building will also be added to house additional studios, control rooms, music library and additional office space. The second floor of the main building will be devoted entirely to office quarters, the main floor housing only executive offices, studios and control operations.



FROM the nifty quarters at the left, radio and advertiser executives watch the performance of programs in NBC's Hollywood Radio City. A sound proof glass panel separates observation rooms from auditorium studios. At right is a portion of Studio D, showing control room below, observation room above. V'd ceiling surfaces scatter sound. Announcer's panel is at the right. Baby spotlights are mounted in the upper left.

NEW *Radio City* OF THE WEST

. . . a Modern Plant for a Modern Institution

Broadcasting today is a highly modern production operation . . . it calls for even more exacting control than most modern manufacturing processes. Talent of the best, super-equipment, skillful continuities, split-second timing all contribute to fine entertainment, and the promotion of countless products and services for industry. No manufacturing business has greater need for a FUNCTIONAL plant than does the Radio Industry.

With the opening of its new "Radio City" in Hollywood, NBC looks ahead . . . with a new broadcasting plant representing the latest in radio and studio construction progress.

Layout and arrangement to provide for the efficiency and convenience of its own working staff have been dovetailed with accommodations for the public. The fruits of research and development and new ideas from every available source, contributed by many different industries, have been focused upon this interesting project.

Notable among them are—attractive appearance, highly functional in character; complete air conditioning; acoustical treatment and sound isolation; new standards of lighting, nonvibrating floors, glass block, welded structural steel; the scientific application of color, outside and inside, to create new effects.

In the actual erection of the buildings themselves, consideration for the public and neighbors was shown. Austin Engineers employed silent construction by electrically welding all structural steel and by using electrically driven hoists, concrete mixers, compressors, etc.

These are all indications of the exhaustive study and applied research which helped create this modern studio group in the "RADIO CITY" of the West.

Austin Engineers, with an interesting background of experience on movie sound stage construction, were first called upon to co-operate with NBC's Engineers, three years ago in the erection of their old Hollywood Studios, now outgrown. More recently in the construct on of their Cleveland Studios, utilizing four floors of a 20-story office building.

And then Austin was called in again, this time to co-operate with NBC Engineers in the design, engineering and construction of the "Radio City" of the West.

The Coast to Coast service rendered by the Austin Organization for NBC, is typical of Austin's ability for handling "long distance" projects and delivering good value per dollar invested based upon a long and broad experience. Austin may have ideas that will prove helpful for you. Consultation can be easily arranged through the nationwide offices listed below . . . without obligation.

THE AUSTIN COMPANY • *ENGINEERS AND BUILDERS*

16112 Euclid Avenue, Cleveland, Ohio

New York	Whitehall 4-6393	Cleveland	Glenville 5400	Toronto, Ont.	Elgin 1613	St. Louis	Main 1033
Philadelphia	Rittenhouse 8670	Detroit	Madison 8874	London, England		Houston	Capital 1676
Pittsburgh	Atlantic 3877	Chicago	Superior 6100			Seattle	Elliott 3450
Oakland	Higate 3424						
Los Angeles	Richmond 2331						
Indianapolis	Riley 1083						

License Return Clause Forms Basis of KSFO Lease Denial

FCC Holds Lease Contrary to Communications Act In Refusing CBS San Francisco Plea

BASING its opinion wholly on the premise that a station lease carrying a provision for return of the license to the lessor at the expiration of the lease period is contrary to the law, the FCC Oct. 20 denied an application of KSFO, San Francisco, for voluntary assignment of its license to CBS under lease. Commissioner Brown concurred in the result in a separate opinion in which he disagreed with the reason for the denial.

In deciding the case, which has been pending since 1936, the FCC sustained the recommendation of Examiner Rosel H. Hyde but on entirely different grounds. Compensation to be paid KSFO owners and the question of multiple control of stations were not touched upon in the decision.

Since KSFO is now the CBS outlet in San Francisco on an affiliation basis, having replaced KFRC in late 1936, it is expected operation on that basis will continue. There is a 20-day period during which the KSFO owners and CBS will determine whether they will petition the FCC for reconsideration or appeal to the courts. This course, however, is considered unlikely.

Terms of Proposed Lease

The lease transaction was to be on the basis of $25,000 per year plus one-seventh of the gross annual income above $175,000. Terms provided for lease of the station from the time of the FCC's consent until Jan. 1, 1942, with options for two extensions of five years each. The station operates on 560 kc. with 1,000 watts. Wesley I. Dumm is the principal owner and Philip Lasky the general manager. KSFO now has an entirely new transmitting plant and new studios.

The FCC majority brought out that although the lessor proposed to assign its license to CBS, it reserved the right to employ counsel and enter into any action or proceeding involving the license, and that there were definite provisions for recapture of the license by the lessor upon expiration of the lease. Emphasizing that the license is a personal privilege and not transferable without the consent of the Commission, the FCC stated that to recognize such a right in the assignor "would be tantamount to the recognition of an outsider to the use of a frequency at a future time." It held further that the provision for recapture constituted an arrangement "which is misleading to the public generally and particularly misleading to the investing public."

The lengthy opinion made reference to the arrangement under which WMAL, Washington, was leased by the M. A. Leese Radio Corp. to NBC, which holds the license. Also brought into this was the purchase by the *Washington Star* of the stock in the Leese company. Citing the WMAL proposal, the Commission said in this opinion that the assignment of license from Leese to NBC pursuant to the lease agreement, "did not, could not and does not operate as approval of or consent to the terms of the agreement as such," nor was it in any wise an acceptance or recognition of any rights, equities or priorities of Leese or its assignees so far as the license of WMAL is concerned.

Public Interest

The Commission majority stated that it now finds that lease provisions "assuring the lessor of renewals of license, and/or assuring the lessor of the possession of the station license existing at the termination of the lease, are contrary to the Communications Act and not in the public interest." Recalling that the FCC and its predecessor Radio Commission, previous to this opinion, had granted authority for assignment of licenses based on leases containing provisions which were now found contrary to the Communications Act, the Commission added that if any of these previous actions may be construed as an approval of lease provisions, assuring the lessor of station license renewals or the possession of the license existing at the termination of the lease "then to that extent such actions are hereby overruled."

In his separate opinion, Commissioner Brown said that he concurred with the result reached by the majority but could not subscribe to the reasons advanced by them. Under Section 301 of the Act, upon which the majority largely relied, he declared that ownership of equipment is not required. In the KSFO case, he said, the parties agreed to make application for reassignment of the license to the lessor upon termination of the lease. In one sense, he said, they have attempted to determine the right to use the frequency "as between themselves" but he held this assertion would have no effect upon the power of the Commission. Col. Brown contended that the public interest was the standard which should be applied.

Disagreeing that the reversionary provision in the lease was per se contrary to public interest, he added it was difficult to see how the public would be harmed by the fact that the proposed assignee would operate his station with equipment leased rather than purchased. The sole test, he held, was whether the granting of the application would serve public interest.

"From the record", Commissioner Brown stated, "I am unable to find that any benefit whatever would be derived by the public if this application is granted. The public will have the benefit of the present programs carried by station KSFO and in addition, will not be denied Columbia Broadcasting System's programs * * *." He was content to ground his decision upon the fact that the applicant "has failed to show sufficient reasons in the public interest to warrant the granting of this application."

SOLD THE SHRIEK
WKZO, Harried by Noise, Turns It to Cash

FOR SEVERAL months while WKZO, Kalamazoo, Mich., was open to the summer breezes, the noon station-break was made to the background noise of a shrill whistle.

After a few weeks of annoyance, WKZO *sold* the whistle. Now, at 12 noon the announcer says: "The Kalamazoo Laundry whistle . . . " and the microphone at the laundry picks up the deep notes of the noon whistle.

"Always dependable," says the announcer, and advises Kalamazoo housewives to set their clocks by the Laundry Time and send their weekly wash to the sponsor. The Kalamazoo Laundry reports that its customers are actually checking their clocks and calling the laundry for pickup service. WKZO's greatest inconvenience (the shrieking whistle of the noon break) is now one of its assets.

Jack Storey Dies Following Illness

DEATH claimed John J. (Jack) Storey, 50, veteran managing director of WTAG, Worcester, and a onetime vice-president of the NAB, following a heart attack Oct. 16. He had been in poor health about two years but his death was unexpected.

Mr. Storey

One of the most popular figures in the broadcasting industry, Jack Storey was in charge of WTAG, of the *Worcester Telegram & Gazette*, from the time it was acquired by the newspapers more than a dozen years ago. He had spent his entire business life with the newspapers and for many years was their assistant business manager, a post he held in addition to his radio duties.

He was preparing to leave on a long vacation as a result of his recent illnesses when he was fatally stricken. He had been visiting his office several hours a day.

Mr. Storey is survived by two sisters, Miss Florence L. Storey, of Palm Beach, and Mrs. Richard Brown, of New Britain, Conn., and a brother, Frederick C. Storey of Hollywood. He married Winifred Butler of Worcester in 1912. She died in 1920.

Roi-Tan Drive Ready

AMERICAN TOBACCO Co., New York, is returning to the technique used successfully in its Cremo cigar campaign a few years ago for its new drive for Roi-Tan cigars which will start on CBS Nov. 7. The thrice-weekly quarter-hour program, starring the best-known of all blues shouters, Sophie Tucker, will also feature a slogan contest, the slogans to be written on Roi-Tan cigar bands and a daily award of an automobile for the best slogan submitted. Details are being worked out by Lord & Thomas, New York, agency in charge of the campaign and the agency which also directed the Cremo campaign. This is the third American Tobacco program on CBS. Others are the 45-minute Saturday night *Hit Parade* for Lucky Strike cigarettes and the Sunday evening half-hour *Ben Bernie* show for Half and Half smoking tobacco.

Magazine Placing

POULTRY TRIBUNE, Mt. Morris, Ill. (magazine), on Oct. 31 started a test campaign using thrice-weekly 15-minute discs on KSL and KWTO; daily five-minute announcements on KGLO KFEQ WMMN and daily spot announcements on WELI KMPC KMMJ WHJB WNEX WQDM KFNF. The series will be expanded in the near future, according to Roy E. Dodge, radio director of Albert Kircher Co., Chicago, agency in charge.

THE deal for the purchase of 75% interest in WLAK, Lakeland, Fla., for $14,000, has been called off with the expiration of options held by David E. Smiley and Ralph Nicholson, owners of the *Tampa Times* and WDAE.

Sale of WNAX to Gardner Cowles Jr. For $200,000 Is Approved by the FCC

SALE of WNAX, Yankton, S. D., to the South Dakota Broadcasting Corp., of which Gardner Cowles Jr., Iowa publisher and broadcaster, is the principal stockholder, for $200,000, was approved by the FCC Oct. 20. Commissioner T. A. M. Craven dissented.

The Commission's decision had been awaited with interest because of the ownership by the *Des Moines Register & Tribune* of three stations in Iowa and because Mr. Cowles is executive editor of these newspapers as well as the directing head of the three Iowa stations. Moreover, the issue involving newspaper ownership of stations also appeared to be involved.

The FCC majority, with Commissioner Case not participating, brought out that one of the elements injected into the Commission's consideration of the transfer of control or assignment of license cases is the purchase price. Conceivably, it said, "the purchase price for a station may be so high that the conclusion is inescapable that a valuation has been placed on the station's operating assignment or that burdening of the station in a financial way will result so that its ability to operate in the public interest may not be clear from the record." The FCC majority then concluded that it did not believe that such was the case in the WNAX transfer.

Newspaper Angle

Operating on the 570 kc. channel with 1,000 watts night and 5,000 to local sunset, unlimited time,

(*Continued on Page 40*)

WABC is the *best known* and *best liked* station in New York... the world's largest market*

**For proof, and information of established programs available for local sponsorship, write or call WABC, 485 Madison Ave., New York, or any Radio Sales office*

WABC *is* KEY STATION *of the* COLUMBIA BROADCASTING SYSTEM—WORLD'S LARGEST NETWORK

Liquor Advertising On Air Opposed

Federal Chief Advocates Law; Durstine Gives His Views

USE OF RADIO as a medium for advertising liquor and beer was defended as a matter of individual policy subject to public standards of good taste and service before a National Conference on Liquor Advertising held in Washington Oct. 25. Speaking during a forum on radio advertising, Roy S. Durstine, president of BBDO, and Neville Miller, president of the NAB, told distillers' and brewers' representatives at the meeting that the radio industry recognized the "serious social problem" involved in liquor advertising, and that it could be relied upon to deal with the situation without necessity of any restrictive legislation.

Mr. Durstine

W. S. Alexander, administrator of the Federal Alcohol Administration, opened the discussion on radio advertising by declaring that listeners object to liquor advertising by radio because of alcohol's "forceful intrusion into the intimacy of the home". He recommended that Congress and the FAA act to prohibit such advertising.

Refers to Beer Advertising

Mr. Durstine, citing the "tacit control" exercised over program material by the FCC, declared that it is the "policy of stations to lean over backwards to comply with public taste". He pointed to the favorable audience reception of beer advertising on the radio and called for "less confusion, not more regulation".

NAB President Miller said that broadcasters recognize the "serious social problem" and have voluntarily refused "highly remunerative" distilled spirits advertising. Malt and wine advertising is accepted, he added, so long as it complies with regulations, good taste, and public interest. In general, broadcasters "have at all times extended the fullest measure of cooperation," he said.

Wesley Sturges, executive director of the Distilled Spirits Institute, said that although the Institute still holds to its practice of not using radio, it does not favor any definite restriction against radio advertising of liquors. There is a need for defining advertising, he emphasized, and radio programs not designed to promote sales, specific brands or labels could help the industry as a whole.

G. Selmer Fougner, *New York Sun* columnist, declared that radio could fill the need for "a courageous stand to come out and show the dangers of excess in the use of liquors", a phase of educational advertising which he said the industry was completely skipping.

"Through self-regulation," Mr. Miller said, "the radio industry has already demonstrated its concern for the public interest and its ability to meet a social problem in denying its facilities to the promotion of the consumption of intoxicating spirits, and in the careful supervision of advertising copy of brewers and wine producers.

"However, the broadcasters are opposed to any proposed legislative action or regulation which would prohibit the advertising of any alcoholic beverage through radio. We are opposed because such action would set up a dangerous and unnecessary precedent of advertising censorship; because it would be discriminatory against radio and in favor of other media of advertising; and because we believe, due to changing conditions, the desired result can be best achieved through self-regulation and cooperation, rather than through legislation and regulation."

Signoff Benediction

WGAR, Cleveland, now signs off with a prayer. Each night at the conclusion of WGAR's broadcasting activity, the voice of a Cleveland clergyman is heard in a one-minute prayer. This idea is the development of a conference with the religious leaders of Cleveland and John F. Patt, WGAR manager. Each week, seven clergy of the Protestant, Catholic and Jewish faiths meet in the studios of WGAR where each records his short prayer. The recorded benedictions are played at signoff nightly the following week, with organ background. The announcer identifies the speaker each night.

Chapel chimes offering "Abide With Me" as a background while announcer reads a biblical excerpt comprise the new nightly sign-off for WSYR, Syracuse. Regular identification follows.

Naylor Rogers Resigns IRS Post in Chicago

NAYLOR ROGERS, former general manager and part owner of KNX, Los Angeles, and since the first of the year Western manager of International Radio Sales, Hearst representation subsidiary, announced Oct. 21 that he has resigned effective Nov. 1. Mr. Rogers said his decision to leave IRS developed following conversations with E. N. Stoer, Hearst Radio comptroller. He did not disclose his future plans.

Mr. Rogers

As Western manager of IRS, Mr. Rogers headquartered in Chicago and organized the office for Hearst Radio.

Loren Watson, manager of IRS, headquartering in New York, plans to take over the Chicago office temporarily upon Mr. Rogers' departure. Under the reorganization, the Chicago office will be subject to jurisdiction of New York headquarters and will not operate independently as heretofore. Mr. Watson plans to divide his time between the two cities. It is understood there will be no direct successor to Mr. Rogers, for the present in any event. Mr. Watson asserted that there are no plans for additions to the Chicago staff.

Wine Firm on WOR

GAMBARELLI & DAVITTO, New York (Speas Apple wine), on Oct. 21, began a new musical program, *Moonbeams*, on WOR, Newark, Fridays, 9:30-10 p. m., a program of ballads. The sponsor originally had signed the Westminster Choir of Princeton, N. J., for the program, but objection arose from Presbyterian ministers to the use of the choir on a wine manufacturer's program. George Shackley, former director for WOR and now head of his own publishing concern, directs the program with Jerry Lawrence giving the commercials. De Biasi Adv. Agency, New York, is agency.

Griffin Contracts To Acquire KOMA

Sold by Hearst for $315,000; Gillespie to Be Manager

SALE of KOMA, Oklahoma City, by Hearst Radio Inc. to J. T. Griffin, owner of KTUL and prominent Oklahoma wholesale grocer, for $315,000, subject to FCC approval, was announced Oct. 20.

In negotiation for several months, the transaction was consummated by Mr. Griffin, his associate, W. C. Gillespie, vice-president and general manager of KTUL; Elliott Roosevelt, president of Hearst Radio, and E. M. Stoer, Hearst comptroller in New York. The transaction follows a half-dozen others negotiated by Hearst Radio during the last eight months.

Conversations also are going forward, it is understood, looking toward sale of WISN, Milwaukee, and KYA, San Francisco, Hearst properties. WCAE, Pittsburgh, and WBAL, Baltimore, remaining two Hearst stations, are not on the market.

Gillespie to Manage Both

It was announced that Mr. Gillespie will serve as vice-president and general manager of both stations but KOMA will operate separately from KTUL. Both stations are CBS outlets.

Because FCC approval is required, it was pointed out that several months necessarily will elapse before an actual change in management occurs and before the new owners take charge. KOMA operates full time on 1480 kc. with 5,000 watts.

The new owners, it was stated, plan to relocate KOMA and install new equipment costing approximately $75,000 upon FCC approval of the transaction.

Stations in the Hearst group already under contract for sale but awaiting FCC approval are KEHE, Los Angeles; KTSA, San Antonio; WINS, New York; KNOW, Austin, and WACO, Waco, aside from KOMA.

Barrett Quits KOMA

It was also announced that Neal Barrett, vice-president of Hearst Radio in charge of Southwestern operations, had resigned as general manager of KOMA to give his full time to the Texas State Network, of which he is executive vice-president. Mr. Roosevelt is president of Texas State. Waymond Ramsey, program director of KOMA, was named general manager, succeeding Mr. Barrett.

160 STATIONS USED IN FORD CAMPAIGN

ANNOUNCEMENT of the 1939 Ford lines and of an entirely new automobile by the Ford Motor Co., the "Mercury V-8", will be heralded in early November by a burst to national advertising in all media.

The formal announcement will be made Nov. 4. Spot radio was scheduled on approximately 160 stations beginning Nov. 2 and continuing through the weekend in some instances. The agencies placing the time were N. W. Ayer & Son and McCann-Erickson. Ford Motor Co. will continue, as its chain program, the *Sunday Evening Hour* on CBS.

Aside from the Ford-Mercury announcement, no other promotional plans beside those detailed in previous issues of BROADCASTING include the use of radio.

Meanwhile, the general automotive picture has brightened considerably during the past month, lending hope in some agencies that curtailed budgets, which have affected radio and all other mediums, will shortly be augmented. Little of a definite nature has developed along this line, however. Most of the manufacturers are waiting to gauge the amount of public interest following announcement buying before they gear their plans in a substantial way.

On Air Despite Strike

DESPITE continuation of the San Francisco department store strike, many of the 35 affected stores have resumed their advertising both on radio and in newspapers. The stores had ceased all advertising in every medium at the beginning of the strike of the store workers and San Francisco radio stations suffered a sudden slash in business. All of these stores are operating on an open shop basis and since the beginning of the strike, sales have dropped only about 5%, it was declared.

Lorillard's Change

P. LORILLARD Co., New York (Old Gold cigarettes) sponsoring the twice-weekly quarter-hour *Hollywood Screenscoops* with George McCall, commentator, on 54 CBS network stations for the past year, will discontinue the series following the Nov. 10 broadcast. Firm on Nov. 20 starts sponsoring Robert Benchley in a variety show on 60 CBS network stations, Sundays, 10-10:30 p. m. (EST), the series to emanate from New York. Agency is Lennen & Mitchell, New York.

Wrigley-RKO Deal

WILLIAM WRIGLEY Jr. Co., Chicago, will soon start a variety show featuring talent from RKO movie studios on 75 CBS stations, according to reliable sources. A Friday night network program, the series may replace the *Laugh Liner* show which is continuing for the present.

Elgin Making Up List

ELGIN NATIONAL WATCH Co., Chicago, on Nov. 21 will start a spot campaign on about 12 stations. Only station signed as BROADCASTING went to press was WDAF, Kansas City, using 36 weekly recorded chain break announcements. J. Walter Thompson Co., Chicago, has the account.

WKY *Sells* This *eternal triangle*

in Oklahoma

WKY is the solution to the "eternal triangle" of distribution in Oklahoma. WKY sells all three sides . . . reaches and influences Oklahoma wholesalers, dealers and consumers . . . moves merchandise off shelves into homes. No vague, unproved statistic is WKY's power to step up sales in Oklahoma, but a vital force that can be measured in dollars and cents at the cash drawer. Give your jobbers and dealers the benefit of this power . . . add WKY to your selling plan and multiply sales in Oklahoma. WKY sells more because it sells *all three!*

State Wholesale Business Controlled by Oklahoma City Jobbers

● Oklahoma City is the wholesale capital of Oklahoma. City jobbers, for example, handle 65% of the state wholesale machinery business; 85% of the wholesale drug business; and 88% of the state's food brokerage business. With these jobbers, with retailers and with consumers, WKY ranks as Oklahoma's First Station.

WKY • OKLAHOMA CITY

REPRESENTATIVE—THE KATZ AGENCY, INC.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY

CONNECTICUT GOP TRIES RADIO PLAN

CONNECTICUT Republicans struck a new note in political techniques when the party's State central committee accepted a five-point plan of radio coverage which only incidentally included the regular run of political talks. The radio program, evolved by Paul L. Cornell, retired head of Geyer, Cornell & Newell, and public relations director for the Republican Party of Connecticut, and David H. Halpern, radio director, was carried by WTIC WDRC WTHT WNBC WELI WATR WBRY WICC WNLC.

The *Recovery Reporter*, interviewing State residents in all walks of life, was carried twice-weekly on the nine stations. The interviews were transcribed and augmented with appropriate musical settings and sound effects. Twenty-five word spot announcements were also used on all the stations from four to six times daily. In a series of twice-weekly musical features, tracing the changes in music through the years, politics was tied in by showing the changes in public opinion in the same manner. Purely political thought was emphasized in weekly round table discussions by major candidates, and not until about three weeks after the lighter programs had been started did the regular run of political talks begin.

U. P. in Canada

BRITISH United Press will open a leased wire circuit in Canada Nov. 1, working in cooperation with United Press. An agreement has been reached with the Provincial Telephone System of Manitoba, Saskatchewan and Alberta which provides for teletype delivery of news to radio stations. The British U. P. is opening an office in Winnipeg to control the wire, under management of E. E. Dowell, formerly of the Vancouver and Pacific Coast bureaus. Stations served by the Winnipeg bureau include CKX, Brandon, Man.; CHAB, Moose Jaw, Sask.; CKCK, Regina, Sask.; CJOC, Lethbridge, Alta.; CKCN, Calgary, Alta.; CFRN Edmonton, Alta., and CFQC, Saskatoon, Sask.; CKY, Winnipeg; CJAT, Trail, B. C.

Imperial on CBC

IMPERIAL TOBACCO, Montreal, has purchased the *Light Up & Listen Club* transcribed series for presentation on 39 CBC stations. The series, made by NBC Transcription Service, is composed of 75 quarter-hour shows featuring 13 groups of NBC talent. Whitehall Broadcasting, Montreal, placed the account. The program may be available later on to sponsors in the United States under the title of *Listeners' Club*.

New Quaker Test

QUAKER OATS Co., Chicago (cereal), on Oct. 25 started a thrice-weekly quarter-hour show called *Ozarkana Corners* featuring Geo. E. Wilson on KWTO and a half-hour Saturday morning participation on WWVA. Spot used to supplement its NBC-Red network show may be expanded. Ruthrauff & Ryan, Chicago, is agency in charge.

This Broadcasting Business

* No. 5—Net Income of Various Classes of Stations

By DR. HERMAN S. HETTINGER, Ph.D.
Wharton School of Finance and Commerce
University of Pennsylvania

How profitable are various classes of stations? Information on this point has been made available for the first time on the basis of data compiled and released recently by the Federal Communications Commission.

Profitability may be calculated on a number of bases, including the ratio of net income to net sales, to capitalization or to total investment. Since capitalization figures and total investment, including working capital which of necessity tends to be high in radio, are not available, analysis has been made of the ratio of net income to net sales. Significant facts revealed by this analysis are as follows:

1. The importance of network affiliation to regional and local stations is strikingly illustrated. The ratio of net income to sales for network affiliated unlimited regionals is 24.5% as compared to 6.7% for non-network stations of the same class. The corresponding percentages for part-time regionals are 20.4% to 7.0%; for unlimited time locals 10.1% to 6.6%, and for part-time and daytime locals 9.6% to 5.5%. It is extremely important to remember, however, that regional and local stations affiliated with networks are for the most part located in the more important markets. This fact, probably even more than network affiliation, affects their profitability.

2. Regional stations located in cities under 1,000,000 and over 50,000 population are the most profitable. This may be due to stations of this class being particularly well adapted to serving communities of this type.

3. Local stations located in cities over 250,000, where they tend to correspond to neighborhood local newspapers, and those situated in towns between 25,000 and 100,000 population, are the most profitable of this class. The latter include nearly one-third of all local stations.

Small-Town Regionals

4. Unlimited regional stations in towns between 10,000 and 25,000 population are unexpectedly profitable. Their ratio of net income to net sales is 13.5%.

5. Part-time regional stations situated in towns under 10,000 population have a ratio of net income to sales of 9.5%, somewhat more than might be expected.

6. Day and limited time stations are generally unprofitable.

7. The ratio of net income to net sales for national networks (without key stations) is 11.9% and 6.1% for regional networks.

8. The influence of the market upon station profitability is illustrated in an interesting way in Table X. As the proportion of stations of any class which are located in secondary markets increases, the percentage of the total profits from broadcasting which this class of station gets decreases, as compared to the proportion of net sales for which it accounts.

9. There has been little or no change in the proportion of total revenues which have been accounted for by clear-channel regional and local stations since 1935.

**Fifth of a series of analyses of broadcast operating statistics for 1937, based on data compiled by the FCC for that year and showing trends since the 1935 survey of the Department of Commerce. The writer, radio's first economist, is former director of research of the NAB and the author of several volumes dealing with broadcast economics.*

DIGNITARIES JOIN INAUGURAL OF WIBC

INAUGURATION of WIBC, Indianapolis, was scheduled for Oct. 30 with the state's highest officials scheduled to participate, according to C. A. McLaughlin, general manager.

Official dedication was to occur at noon, with Gov. Townsend, Mayor Walter Boettecher of Indianapolis, and school and religious dignitaries officiating, followed by a three-hour program of new talent.

The station, operating with 1,000 watts daytime on 1050 kc., is owned by Glenn Van Auken, Indianapolis attorney. Studios and offices are located in the Indianapolis Athletic Club. Equipment throughout is RCA.

Mr. McLaughlin has announced one of the principal policies of the station as that of developing talent and of "giving beginners a chance". The first program will feature that policy, he said. Mr. McLaughlin formerly was sales manager of WHK and WCLE, Cleveland.

DEVELOPMENTS at the general Pan-American Congress, to be held in Lima, Peru, starting Dec. 9, will be brought to NBC listeners in the United States in frequent international broadcasts from the scene by Edward Tomlinson, NBC's commentator on Latin America, who is doing a series of preliminary Sunday broadcasts on the Blue.

Proportion of 1937 Total Net Sales and Income Going to Different Classes of Stations:

	Net Sales	*Net Income*[1]
All Stations	100.0%	100.0%
Clear Channel	36.4%	56.7%
50 kw. unlimited	29.7%	48.6%
50 kw. part-time	2.2%	3.0%
5-25 kw. unlimited	2.8%	4.5%
5-25 kw. part-time	1.7%	.6%
Regional	51.8%	40.1%
High-power regional	2.2%	1.9%
Other unlimited	40.8%	35.8%
Limited and daytime	4.7%	[2]
Part-time	4.1%	2.4%
Local	11.8%	3.2%
Unlimited	9.5%	3.0%
Daytime	.7%	[2]
Part-time	1.6%	.2%

[1] After deduction of Federal Taxes.
[2] Loss as a group.

RATIO OF NET INCOME TO NET SALES
For Various Classes of Stations[1]

	CLEAR CHANNEL				HIGH POWER REGIONAL	REGIONAL			LOCAL		
	50 kw. and over		5-25 kw.								
	Unlimited	*Part-time*	*Unlimited*	*Part-time*		*Unlimited*	*Daytime Ltd.*	*Part-time*	*Unlimited*	*Daytime*	*Part-time*
	30.8%	25.9%	31.5%	7.3%	15.9%	16.7%	—2.2%	10.8%	5.9%	—2.0%	6.4%
Affiliated with national networks	30.8%	25.9%	31.5%	7.3%	15.9%	24.5%	—1.1%	20.4%	10.1%	9.6%	
Affiliated with regional networks only	-----	-----	-----	----	-----	—18.8%	—0.4%	14.5%	5.9%	0.8%	
Not affiliated	-----	-----	-----	----	-----	6.7%	—3.4%	7.0%	6.6%	5.5%	
Metropolitan districts or towns	*Unl.*		*Part-time*								
1,000,000 and over	33.2%		29.2%		-----	7.3%	—6.9%	14.2%	10.1%	-----	9.0%
250,000-1,000,000	28.2%		26.7%		15.3%	26.3%	—3.1%	9.4%	11.1%	—3.1%	
100,000-250,000	20.9%		18.4%		17.3%	16.4%	3.7%	14.0%	2.9%	1.1%	
50,000-100,000	-----		-----		-----	21.2%	11.2%		11.6%	[2]	
25,000-50,000	-----		-----		-----	7.3%	3.0%		11.6%	2.9%	9.4%
10,000-25,000	-----		-----		-----	13.5%	—1.0%	—12.9%	3.0%	—2.2%	3.4%
Under 10,000	-----		-----		-----	—5.1%	—8.2%	9.5%	0.8%	—10.3%	6.0%

[1] After deduction of Federal taxes.
[2] One part-time station is included among the sixteen unlimited time stations in this group.

Television Opens Up

(*Continued from Page 15*)

York and Philadelphia. It is extremely costly and probably will not be extended until there are plenty of local visual stations.

New York is about two years behind London in introducing television publicly, but the American researchers and manufacturers have been following the London public visual broadcasts intently in order to gain ideas from British experience. There, though the service is part of the British Broadcasting Corp. and governmentally subsidized, the public has not reacted with any too great enthusiasm for the best estimates are that not more than 10,000 receiving sets have been marketed since the BBC began its twice daily schedule of one-hour visual broadcasts from Alexandra Palace.

The British system is practically the same as the American standard, RCA having been interchanging patents and ideas with the British almost from the beginning of experimentation there.

Receiving Sets a Problem

The design of receiving sets is still a big question mark. RCA officials say they do not yet know exactly what kind of sets will be marketed and what their price range will be. For the last three or four years experimental sets have been installed in the homes of RCA and NBC executives and engineers to enable them to follow the Empire State and Camden transmissions. As further knowledge was gained, these sets were simplified in design so that today the RCA engineers are confident they can produce various sizes of receivers that can be operated simply by any person. The test sets have included as many as 32 tubes in addition to the cathode ray tube on which the pictures are framed.

The cathode ray tubes have been tested in various sizes, including 6, 9, 12 and 15 inches in diameter. Pictures have been framed according to the size of the tube. It is deemed likely that RCA and its licensee manufacturers will produce sets with each of these size tubes, framing images from 3x4 to 10x12 inches. The price range probably will start at about $150 and run up to more than $1,000 for so-called "luxury models."

There is also a plan afoot to build television attachments to ordinary sound receivers, the attachments to receive the images while the sound receivers carry the synchronized voices and music. This may bring costs down somewhat. Eventually, there is no doubt that receiving sets will be combinations of sight and sound reproducers, with facsimile reproduction included in the same model.

Not all radio manufacturers are enthusiastic about the introduction of television, some fearing it will retard the market for ordinary sound receivers. It was learned that considerable dissension was voiced at the RMA meeting by some set makers but the majority agreed with Mr. Sarnoff that the time had come to test out public demand for television. Markets for receivers naturally will be restricted to communities where transmitters are operating. How many transmitters will be licensed, and where, remains for the FCC to decide on the basis of demands for them from broadcasters who regard television as their natural heritage.

RCA-NBC Television Executives Make Ready

Mr. Beal

Mr. Engstrom

Mr. Sarnoff

Mr. Zworykin

Mr. Farrier

Mr. Hanson

Mr. Bonfig

Mr. Baker

PREPARING the production and research facilities of RCA and NBC for the public debut of television during the New York World Fair are David Sarnoff, RCA president; Dr. R. R. Beal, RCA director of research; Dr. Vladimir K. Zworykin, RCA inventor and director of electronic research; E. W. Engstrom, director of RCA's general research laboratories; H. C. Bonfig, RCA commercial vice-president; O. B. Hanson, NBC chief engineer; C. W. Farrier, NBC coordinator of television; I. R. Baker, who holds the post of RCA chief of transmitter sales.

Experimental Television Stations Authorized in U.S.

Licensee and Location	Call Letters	Frequency Bands in Kc.	Power in Watts Visual	Power in Watts Aural
Columbia Broadcasting System[1] New York City	W2XAK	42,000-56,000 60,000-86,000	50 (CP)750	750
Don Lee Broadcasting System[2] Los Angeles	W6XAO	42,000-56,000 60,000-86,000	1,000	150
Allen B. DuMont Laboratories Upper Montclair, N. J.	NEW (CP)	46,000-56,000	50	50
Farnsworth Television Inc. of Pa. Philadelphia	W3XPF	42,000-56,000 60,000-86,000	250	1,000
First National Television Inc.[3] Kansas City	W9XAL	42,000-56,000 60,000-86,000	300	150
General Television Corp. Boston	W1XG	42,000-56,000 60,000-86,000	500	—
Kansas State College of Agriculture & Applied Science[4] Manhattan, Kan.	W9XAK	2,000-2,100	125	125
National Broadcasting Co.[5] New York City	W2XBS	42,000-56,000 60,000-86,000	12,000	15,000
National Broadcasting Co.[5] (portable) New York City & Camden, N. J.	W2XBT	92,000 175,000-180,000	400	100
Philco Radio & Television Corp. Philadelphia	W3XE	42,000-56,000 60,000-86,000	10,000	10,000
Philco Radio & Television Corp. Philadelphia	W3XP	204,000-210,000	15,000	—
Purdue University[6] West Lafayette, Ind.	W9XG	2,000-2,100	1,500	—
Radio Pictures Inc.[7] Long Island City, N. Y.	W2XDR	42,000-56,000 60,000-86,000	1,000	500
RCA Manufacturing Co. (portable) Camden, N. J.	W3XAD	124,000-130,000	500	500
RCA Manufacturing Co. Camden, N. J.	W3XEP	42,000-56,000 60,000-86,000	30,000	30,000
RCA Manufacturing Co. (portable-mobile) Camden, N. J.	W1OXX	42,000-56,000 60,000-86,000	50	50
University of Iowa[8] Iowa City, Ia.	W9XK	2,000-2,100	100	—
University of Iowa[8] Iowa City, Ia.	W9XUI	42,000-56,000 60,000-86,000	100	—
Zenith Radio Corp. Chicago	W9XZV (CP)	42,000-56,000 60,000-86,000	1,000	1,000

CP—Construction permit as of Nov. 1, 1938.

[1] Licensee of WABC, New York City. [2] Licensee of KHJ, Los Angeles. [3] Licensee of KXBY, Kansas City. [4] Licensee of KSAC, Manhattan, Kan. [5] Licensee of WEAF and WJZ, New York City. [6] Licensee of WBAA, W. Lafayette, Ind. [7] Affiliated with WQXR, New York City. [8] Licensee of WSUI, Iowa City, Ia.

Patent to Zworykin

DECISION that a patent for a cathode ray scanning tube for use in television should be awarded to Vladimir K. Zworykin and that the Patent Office erred in assigning the patent to Henry J. Rounds was handed down by Judge John P. Nields in the U. S. District Court in Wilmington, Del., Oct. 10. Suit was filed by Westinghouse Electric & Mfg. Co., employer of Zworykin in 1923 when his original patent application was made, against RCA, Zworykin's present employer, which owns the patent application of Round for a similar invention that had previously been awarded priority by the U. S. Commissioner of Patents. RCA did not offer any defense, since the records clearly show Zworykin's priority and since RCA is a licensee under the Westinghouse application and can operate under the patent when it is issued to Zworykin.

DuMont Gets Television

ALLEN B. DuMONT Laboratories, Upper Montclair, N. J., on Oct. 18 was authorized by the FCC to construct a new experimental television broadcasting station to operate with 50 watts on the 46,000-56,000 kc. band. In order not to interfere with other stations in the band, the decision stipulates operating hours between 12 midnight and 9 a. m. The DuMont Laboratories, headed by the former chief engineer of the old DeForest Radio Co., is engaged largely in the manufacture of cathode ray tubes and associated equipment.

Test Video Makeup

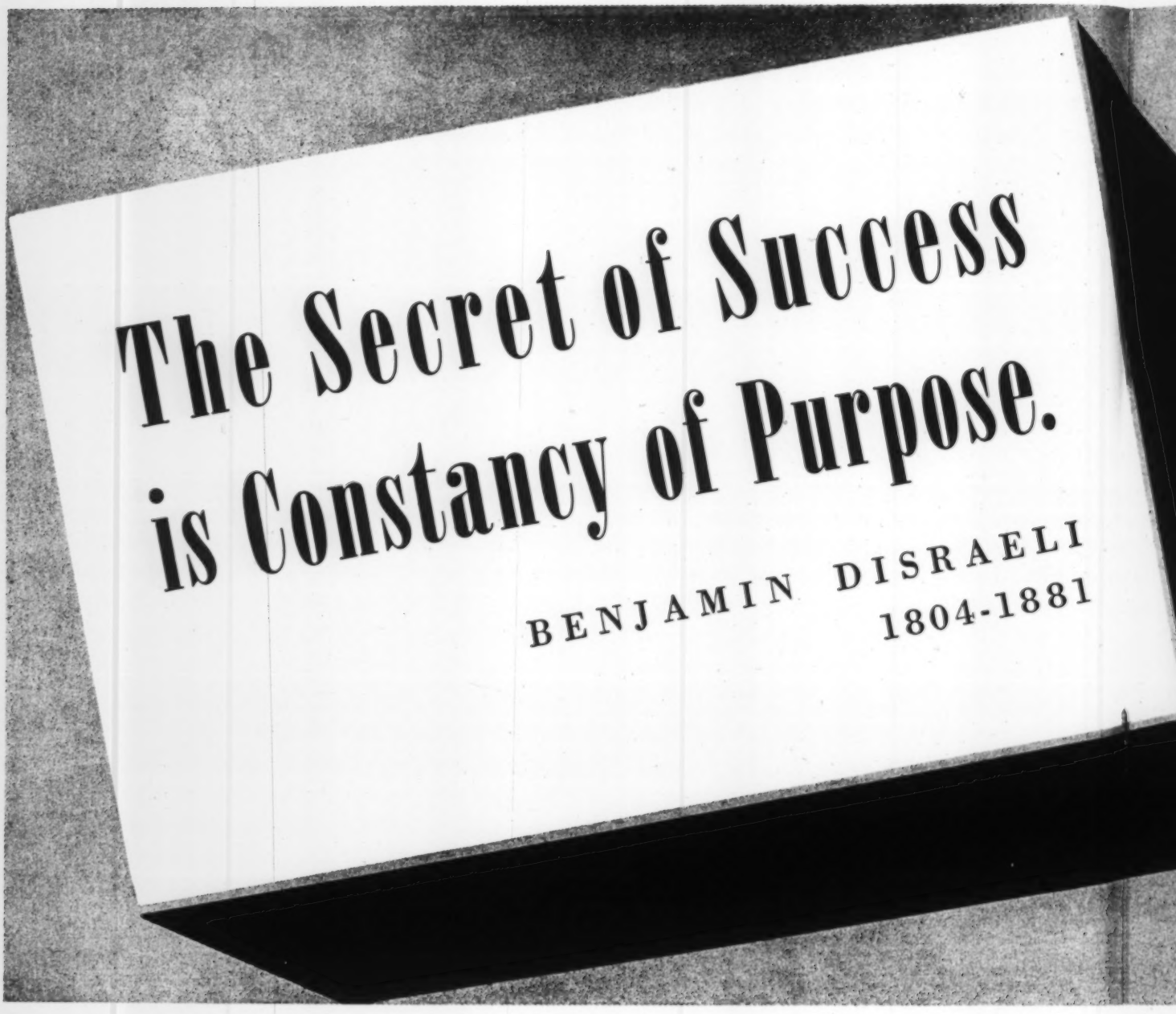
FOR experimental purposes and to perfect facial makeup for televised programs, Max Factor & Co., Hollywood, cosmeticians, in cooperation with Farnsworth Corp., San Francisco, will install a television receiving set in its beauty studios, in Hollywood. Experiments with Farnsworth television apparatus have proved satisfactory, it was pointed out, but refinements in the makeup continue. By present standards, makeup base will be soft blue powder on cheeks, red under eyes and around nostrils, with red-blue lips.

Course in Television

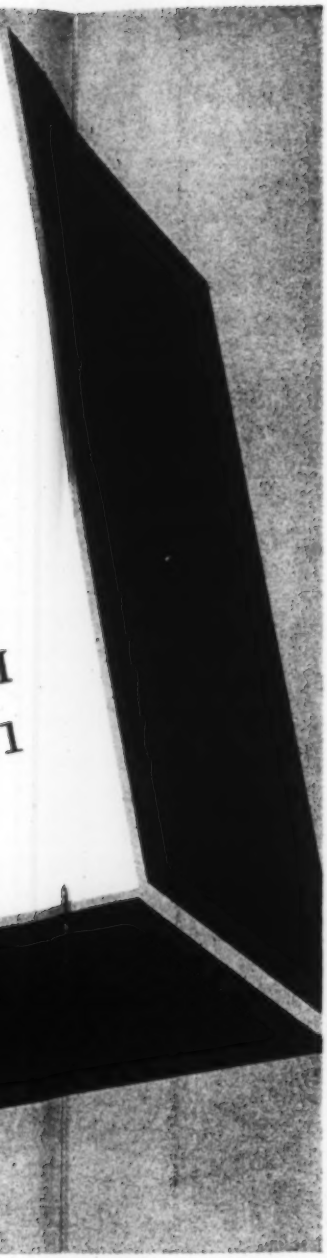
A SIX-LECTURE course presenting the basic principles of television and facsimile, starting Oct. 16, is presented weekly by the communications group of the American Institute of Electrical Engineers, New York. Leaders in this field invited as speakers are: Dr. H. E. Ives of the Bell Laboratories, A. V. Bedford and C. J. Young of RCA Manufacturing Co., A. F. Murray of the Philco Radio & Television Corp., R. E. Shelby of NBC, and J. C. Wilson and H. M. Lewis of the Hazeltine Service Corp.

Listened to Series

RECENT world's series broadcasts were heard by an average of 33% of the country's set-owners, according to the Cooperative Analysis of Broadcasting. Thursday's audience was smallest, with 30%; Wednesday (opening game) had 32%; Saturday, 33%, and Sunday, 38%. Average audience in 1937 was only one-quarter of all set owners.



These stations have one common purpose—on
good care of your audience and your revenue
appreciate the fact that the station which best
serves them. ● Frankly these stations believe that
many good reasons why advertisers place these



ose—one constant thought—and it is this: ● Take
revenue will take care of you. ● Advertisers today
h best serves the public is the station which best
eve that the public comes first. And that is one of the
e these stations first in their spot broadcasting plans.

WSB	Atlanta	NBC
WAGA	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Minneapolis-St.Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WHN	New York	NBC
WTAR	Norfolk	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO

J. Leslie Fox Is Named Vice-President of Stodel

J. LESLIE FOX, until recently West Coast manager of International Radio Sales Inc., has joined Stodel Adv. Co., Los Angeles, as vice-president in charge of sales. He became West Coast manager of the Hearst representation organization last April but left it about two months ago.

Mr. Fox

Mr. Fox started in radio in 1925 as general manager of KFH, Wichita. Later he was sales manager of WSM, Nashville, and vice-president in charge of sales at WMCA, New York. Other connections included sales executive activities with WGAR, Cleveland; WLS, Chicago, and KMBC, Kansas City. He is a member of the National Advisory Committee on Radio for the New York World's Fair.

WABC News Sold

GENERAL MOTORS Corp., Detroit (Chevrolet), on Oct. 17, started a two-week series of news broadcasts on WABC, New York, Mon.-Sat., 6-6:05 p. m., to announce the new 1939 models. Beginning Oct. 31, California Animal Products, San Francisco (Calo Dog Food), takes over the series on WABC, Mondays, Wednesdays, and Fridays, at the same time. Campbell-Ewald Co., New York, is in charge of the Chevrolet account, and Emil Brisacher & Staff, San Francisco, of the Calo account.

Sherwood Using 8

SHERWOOD BROS. Inc., Baltimore, marketing in the Maryland territory, is using eight stations to promote its Betholine, Richfield and oil burner sales. Stations are WCAO, WFBR and WBAL, Baltimore, WJSV, WRC, Washington; WMFD, Frederick; WTBO, Cumberland; WSAL, Salisbury, Md. Agency is Van Sant, Dugdale & Co., Baltimore.

WSM on WSIX

BECAUSE WSM, Nashville, hated to cut into the four-hour *Grand Ole Opry* schedule Oct. 22 to carry the L. S. U.-Vanderbilt game at Baton Rouge, it bought three hours on WSIX, Nashville, sent Jack Harris to the L. S. U. gridiron, and broadcast both features—the *Opry* on WSM in its accustomed spot, and the night game, for which it has exclusive broadcast privileges, on WSIX at the same time.

Nash to Use 94

NASH-KELVINATOR Corp., Kenosha, Wis., from Nov. 2 through Nov. 11, will start using 13 daytime and 13 nighttime spot announcements on 94 stations throughout the country to promote the 1939 models. Geyer-Cornell & Newell, New York, is the agency in charge.

An Apology from KSD IN ST. LOUIS

TO ADVERTISERS WHO COULD NOT BE SERVED BECAUSE AVAILABLE TIME HAD BEEN SOLD

KSD offers its apologies to those advertisers who have been disappointed because time they desired had been sold. The time sales record of a typical week, ending Oct. 10, of 15-minute available time periods on KSD follows:

WEEK DAYS
MONDAY THROUGH FRIDAY
(PERCENTAGE TIME SOLD)

8:00 a.m. to 12:00 noon	74 %
12:00 noon to 6:00 p.m.	100 %
6:00 p.m. to 10:00 p.m.	97.5%

SUNDAY
(PERCENTAGE TIME SOLD)

12:30 to 6:00 p.m.	57%
6:00 to 9:15 p.m.	100%

ADVERTISERS ON THE WAITING LIST WILL BE GIVEN PREFERENCE AS TIME BECOMES AVAILABLE.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Campbell Soup Sponsors Program for Employes

CAMPBELL SOUP Co., Camden, on Oct. 24 started its fourth radio program, a local variety show, on WCAM, Camden, headlining talent selected from employes of the company. Although the firm is buying the weekly half-hour on WCAM, no commercial is used and the program is produced "for fun".

Talent is picked by a series of competitive auditions held after working hours. Even the announcer and master of ceremonies are amateurs. For the first show there were 110 applicants. The act receiving the most fan mail is featured on the next week's program. The Campbell Soup Dance Band appears on every program. Other Camden manufacturers are showing interest in the program. The idea was developed, sold, and is being directed by Dick Hooper, of WCAM.

Blackett-Sample-Hummert Assembles Collection of Station Promotion Pieces

A SIZEABLE stack of newspaper clippings, posters, display cards and photographs of window displays, billboards and other forms of promotion used by various radio stations to attract attention to their programs has piled up in the office of Robert McNell, radio executive of Blackett-Sample-Hummert, New York, in response to his recent letter asking stations for this sort of material.

To discover which stations "do the best job in servicing their potential audience with information and interesting facts regarding the station's programs," the agency is asking stations to submit their promotion on one network program each month, with Blackett-Sample-Hummert agreeing to run trade paper advertising publicizing the winner as "the leading station in public relations on such and such a network."

"The basis for deciding the outstanding station will be a total newspaper linage (picture cuts to count double) in recognized ABC papers. To give these stations which have difficulty in getting cooperation from newspapers a fair chance, they shall be credited with a 300-linage credit for each type of the following relations they use: Billboards, carcards, movie trailers, store windows. If a station uses other specialized promotion they should advise of same as this will be taken into consideration in case of tie.

The letter has already produced evidence of much program promotion on the part of stations of which the agency had not previously known, it was said, with several cases of outstanding merchandising of programs coming from stations without newspaper tieups. Material will be used by the agency as one factor in determining the placement of spot business.

Paint Firm to Place

H. B. DAVIS Co., Baltimore (paint) will stage a spring radio campaign in its southeastern territory, which extends southward into Florida and West through Alabama. The firm used 20 stations last spring for a series of five-minute transcriptions. Van Sant, Dugdale & Co., Baltimore, is agency.

WEEI WON THE WORLD SERIES IN BOSTON

Four major Boston radio stations carried the World Series. Same game—same time—same stars—same action! That gave us a nice, even start for a popularity survey.

More families picked WEEI for the World Series than any other Boston station . . . 15% more than the next ranking station!

Immediately after each day's broadcast Crossley, Inc. called homes throughout metropolitan Boston, greater Boston and typical New England markets north and south of the Hub. Found out what stations were tuned in. Found out the *habitual station preference* of radio listeners. Found that WEEI led in World Series popularity throughout the Boston market.

Not only during the baseball season, but all year round, listeners throughout 32 New England counties *habitually* tune in WEEI to enjoy the finest radio entertainment. For coverage, for audience, and for results in New England, it's WEEI.

WEEI

A CBS STATION • BOSTON

REPRESENTED BY RADIO SALES

AFA Group Meets

RADIO executives played a large part in the list of speakers scheduled for the 16th annual convention of the Tenth District members of the Advertising Federation of America, comprising Texas, Oklahoma, Louisiana and Arkansas, held Oct. 27-29 at the Hotel Texas in Fort Worth. Sam Bennett of KTAT, Fort Worth, acted as general chairman of the convention, while speakers from the radio field included Niles Trammel, NBC executive vice-president, Chicago; Martin Campbell, general manager of WFAA, Dallas; Elliott Roosevelt, president of the Texas State Network, Fort Worth; and Harold Hough, general manager of WBAP-WFAA, Dallas-Fort Worth.

THE new KVAK, local outlet authorized in Atchison, Kan., will not begin operating until about April 1, 1939, according to Carl Latenser, who will be licensee. Charles Weisemann has been retained as chief engineer.

Networks Laying Plans for Coverage Of Nov. 8 Elections in Many States

COMPLETE radio coverage of election trends and results on election day and night, Nov. 8, is planned by NBC, CBS and MBS. Latest returns from the States where elections are held will be furnished to the networks through Press Radio Bureau, which will make up its dispatches from bulletins supplied by AP, UP and INS. The three networks plan to issue late reports for as long as seems necessary after 1 a. m., their regular closing time.

NBC plans to present talks by many of the victorious candidates and by the chairmen of the Democratic and Republican national committees, Postmaster General James A. Farley, and John D. M. Hamilton, respectively. Through both its Red and Blue networks, Graham McNamee, NBC announcer, will broadcast election returns with the assistance of other political observers, in addition to broadcasts from various campaign headquarters.

CBS will broadcast flash election returns throughout the evening, with its commentators, H. V. Kaltenborn, Bob Trout and Ralph Edwards, analyzing and reporting returns on gubernatorial, senatorial and congressional contests. MBS also plans complete coverage.

Radio Widely Used

Radio has been an integral part of the political campaigns of practically all candidates. In New York, the campaign between Gov. Herbert H. Lehman, Democratic candidate for reelection, and District Attorney Thomas E. Dewey, Republican candidate, was launched through special hookups of stations in the State. Both nominees have been broadcasting daily talks to voters since Registration Day and will continue to do so until Election Day.

Governor Lehman and Supreme Court Justice Charles Poletti, candidate for lieutenant-governor, made a tour of upper New York State during the latter part of October, broadcasting at night and day meetings on a hookup of WOR, Newark; WABY, Auburn; WIBX, Utica; WSYR, Syracuse; WHAM, Rochester; WGR or WEBR, Buffalo, and WNBF, Binghamton. The Democratic State Committee of New York, through Fishler, Zealand & Co., New York, arranged a large evening schedule of broadcasts over the Empire State network, including WHN, WABY-WOKO, WIBX, WMBO, WSAY, WBNY and WNBF. Among principal speakers were Morris S. Tremaine, seeking reelection for New York State Comptroller and Senator Robert F. Wagner and Rep. James M. Mead, candidates, respectively for the long and short terms for U. S. Senator. Democratic State Committee of New Jersey, through Scheck Adv. Agency, Newark, presented talks on WOR, Newark, by Wm. H. K. Ely for U. S. Senator, and Gov. A. Harry Moore.

Thomas E. Dewey's radio campaign, handled by the Non-Partisan Citizen's Committee, through Marschalk & Pratt, New York, consisted of a series of talks on five successive Mondays, on WJZ, New York; WABY, Albany; WMFF, Plattsburg; WSYR, Syracuse; WEBR, Buffalo; WJTN, Jamestown; WHAM, Rochester; WGY, Schenectady; WNBF, Binghamton. Mr. Dewey also made frequent broadcasts sponsored by various Republican organizations on state-wide hookups during his tour of the state.

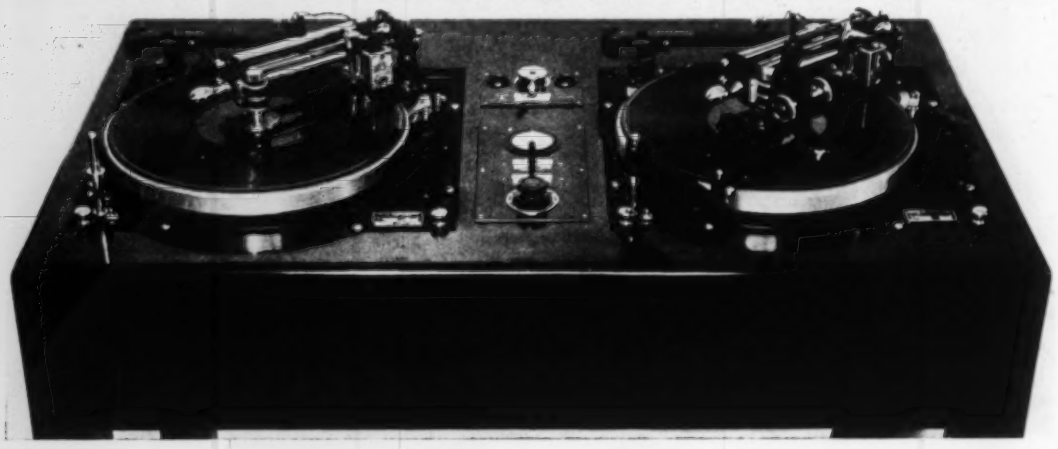
The New York State Communist Party also used radio for daily campaign talks on WMCA, New York, by speakers and candidates for State offices of the party. Israel Amter is Communist candidate for Governor of New York.

The Republican Committee of Connecticut contracted with NBC Transcription Service for 16 programs to be broadcast throughout Connecticut during the campaign, the series being entitled *Your Republican Reporter*. The Massachusetts Republican Finance Committee has scheduled a political talk for Nov. 3 on WEEI, Boston, and WORC, Worcester. In California, radio was widely used for the campaign for governor between Phillip Bancroft and Frank Merriam. The committee backing Bancroft arranged for seven broadcasts to be heard on KPO KFI KFSD KWG KMJ KERN KNX KSFO and KARM, while the Frank Merriam series were carried on KPO and KFI. The Walter Biddick Co., Los Angeles, is handling the Bancroft account and Lowe Features, San Francisco, is handling the Merriam account.

Raymond Clapper, Washington columnist and political observer for 20 years, will interpret election results for NBC at election time.

Torvic Tests on Two

TORVIC Laboratories, New York (electric vitalizer and Torvic tablets), is running Transradio news programs on a test campaign on WJEJ, Hagerstown, Md., and WORK, York, Pa. The campaign will run 13 weeks and other stations may be added later. Agency is Morgan Reichner & Co., New York.



WHEN YOU RECORD PROGRAMS FOR DELAYED BROADCAST

Play Safe

MAKE DUPLICATE RECORDINGS AND BE SURE OF A PERFECT REBROADCAST

PRESTO field representatives have been amazed to discover the number of leading radio stations that are depending on a single recording to rebroadcast a program that means hundreds of dollars in revenue. The owners of these stations have emergency transmitters ready to go at a moments notice . . . duplicate wire lines to every remote job . . . spare parts of every description, yet they are gambling with recordings, assuming that no accident will ever happen during the recording of a commercial program.

WOULDN'T it be worth your while to make duplicate recordings of all important programs? The cost of an extra disc is nothing compared with the money you might lose if you failed to broadcast the program. The additional equipment costs very little. In fact, your present Presto recorder can be made a part of the dual recording combination illustrated above. Write today for a quotation on the extra equipment you require.

PRESTO RECORDING CORPORATION
147 W. 19th STREET - - NEW YORK CITY

NBC Blue Announces

Lowest Cost

per Listening Family in the History of Network Broadcasting

Startling savings offered by new economy discount schedule on NBC Blue

MONTHS of research, including a nationwide study of listening habits, have produced new, important evidence of the size and scope of the Blue Network's regular listening audience.

An analysis of time schedules shows that the Blue Network is now the only complete, nationwide network offering advertisers any choice of periods at the preferred broadcasting hours.

After careful review of these two factors, NBC now adds a third advantage by offering advertisers an opportunity to broadcast sales messages over the Blue Network at the *lowest cost per listening family* in the history of network broadcasting. To make it easier to "go National" on a modest advertising budget, a new "economy" discount schedule has been set up. You can now buy the Basic Blue Network plus supplementaries at greatly reduced cost.

In your own interests, we believe you will want to understand clearly what this new, lower-cost network coverage can do for you—how it offers you a new, efficient solution of your own advertising problems.

If your NBC representative hasn't already called to tell you the whole new story, we suggest that you phone him and tell him you want to hear all about it—immediately!

"Better Buy Blue"

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System • A RADIO CORPORATION OF AMERICA SERVICE

NAB Disc Negotiations Still in Discussion Stage

CONVERSATIONS in connection with disposal of the NAB Transcription Library are still going forward, NAB President Neville Miller declared Oct. 21, but a contract is not likely for several weeks.

Mr. Miller spent most of the week of Oct. 17 in New York in connection with this and other NAB activities. He originally had called a meeting of the NAB Executive Committee in Washington Oct. 24, coincident with the FCC chain-monopoly investigation. With the postponement of those hearings until Nov. 14, however, he deferred the meeting until that time when he hopes to have a definite plan to present.

GERALD BOURKE, new manager of CKCA, Kenora, Ont., announces that the station, located in a mining and lumbering region, will be completed as quickly as possible and will install a Canadian Marconi 100-watt transmitter.

NAB District Meeting

FIRST district of the NAB will hold its first meeting at White Sulphur Springs, W. Va., Nov. 19-20, under a call just issued by John Kennedy, president of the West Virginia Network and NAB director for the district. Neville Miller, NAB president, and other NAB officials will be present at the meeting which is expected to attract broadcasters from all the stations in Maryland, the District of Columbia, Virginia, West Virginia and North Carolina. After the White Sulphur meeting the sales managers of the stations will meet Nov. 21 in Roanoke, Va.

Union Pacific Adds

UNION PACIFIC BUS Co., Los Angeles (transportation), thru Beaumont & Hohman, Omaha, having started Oct. 17 for 13 weeks, the daily quarter-hour *News by Air* on KEHE Los Angeles, is now broadcasting a total of 82 sponsored news programs a week.

Radio Pulls Twins

LINKING the Dionne quints, new picture, KGBX, Springfield, Mo., helped promote a "Twin Party", with Leon Robertson, manager of the local Gillioz Theatre, entertaining twins at a free show and Charles Sansone, dining them at his hotel. When 126 twins turned out, Greyhound buses were commandeered; the theatre was one-quarter filled with non-paying guests, and the hotel dining room overflowed. In years before the stunt had been promoted by newspapers, and 50 twins had been considered "quite a party". Sincere but sorrowful credit for the big jump is given Manager Foster by Messrs. Robertson and Sansone.

SPARKS-WITHINGTON Co., Jackson, Mich., radio set manufacturers, on Oct. 18 was authorized by the FCC to operate an experimental facsimile broadcasting station WSXAN.

Paid Broadcasting Grows in Europe

Media Records Prints Unique Appraisal of American Plan

DESPITE the ban on radio advertising in Great Britain, sponsored programs in English from Continental stations, directed toward the British audience, have increased from less than $1,000,000 in 1934 to nearly $4,000,000 in 1937.

These data were published in an article in the *Statistical Review*, of London, which was sharply critical of American radio advertising. The article was circulated by Media Records Inc., of New York, to its subscribing membership if newspapers and other periodicals in this country. That portion of it relating to an appraisal of American radio advertising was written by Amos Stote. Among other things, it predicted that a showdown would come this fall, with some agencies likely to give more serious attention to the "serious side of advertising and less investment of time and money in boosting its radio services."

The Other Side

In an editor's note, however, *Statistical Review* brought out that the other side of the picture should be taken into account and quoted BROADCASTING to show that broadcast advertising is increasing tremendously in this country.

Apropos the situation abroad, it stated that in Great Britain, according to statistics compiled by Legion Information Services Ltd., on sponsored programs in English from continental stations, "there has been a steady increase in expenditures for time only from 176,000 pounds ($880,000) in 1934 to 750,0000 pounds ($3,750,000) in 1937 and the present tendency here is for more advertisers to spend money on the air." It added that curiously enough, many large national advertisers who have allocated money to radio have at the same time increased their press advertising expenditure.

The Stote article argued that radio in general cheapens advertising and cheapens the products advertised. Moreover, he contended it was demoralizing agency service and introducing into agency personnel people who give their concern to the "emotional value of entertainment stunt without concern for, or knowledge of, the problems of production, distribution, display and consumption." It was contended further that accounts have been charging agencies on the strength of stunt features and that the more farsighted and cautious agency chiefs that radio while "not quite on its way out" is "none the less weakening its routes by overstraining its expansion."

Little Crow Spots

LITTLE CROW MILLING Co., Warsaw, Ind., on Oct. 24 started five weekly quarter-hour discs or participations for Coco-Wheats on eight stations including WWVA WGY WMMN WHO WLS KDKA and thrice-weekly quarter-hour discs on three stations for its pancake flour. Rogers & Smith Adv. Agency, Chicago, has the account.

And the Money is in the Bank!

Each fall the corn husked by farmers in the WOWO area brings an income of $65,582,000.

Maybe we shouldn't say wealthy, but the WOWO Family is certainly "well to do".

For, though few sections of the country equal this territory for corn growing, our farmers' income from corn represents *only* ¼th of their yearly income.

Their income of a **quarter billion dollars** annually is steadier than any other group, and for over twelve years they have been buying products they hear about over WOWO.

There are no better customers in the country . . . for most any product . . . than the WOWO Family.

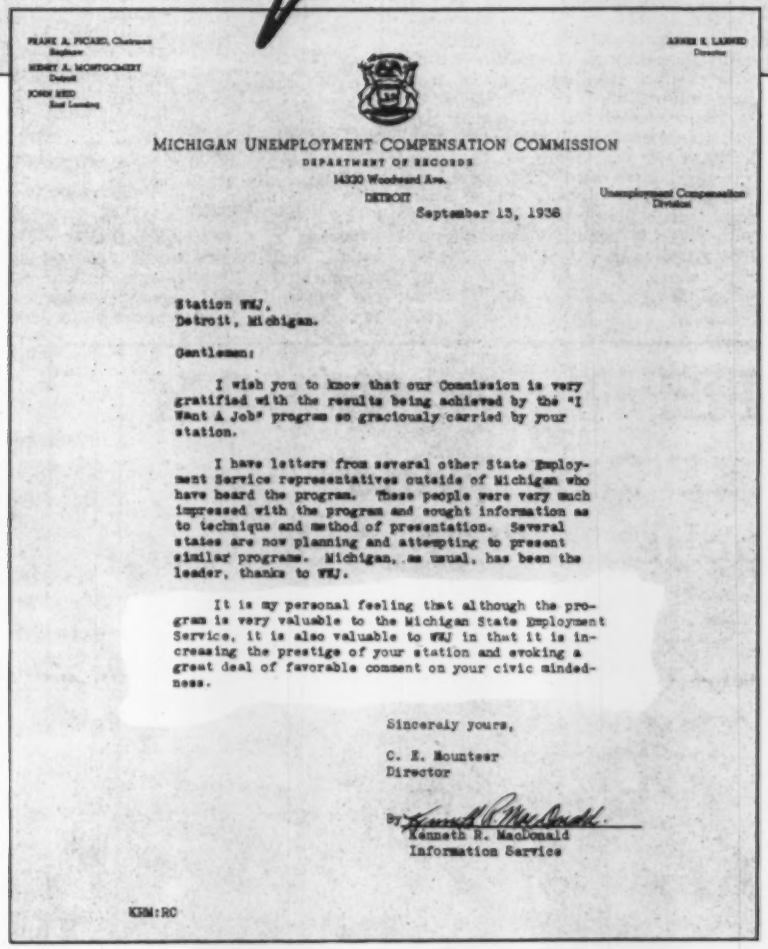
10,000 Watts; 1160 Kilocycles — *NBC Basic Blue Network*

WOWO
FORT WAYNE • INDIANA

WESTINGHOUSE RADIO STATIONS, Inc.
FREE & PETERS
National Representatives

INDIANA'S MOST POWERFUL RADIO STATION!

Station WWJ is First in Detroit in Community Service, Too . . .



FRANK A. PICARD, Chairman
Employer
HENRY A. MONTGOMERY
Detroit
JOHN REED
Steel Laundry

ARNER H. LARNED
Director

MICHIGAN UNEMPLOYMENT COMPENSATION COMMISSION
DEPARTMENT OF RECORDS
14320 Woodward Ave.
DETROIT
Unemployment Compensation Division

September 13, 1938

Station WWJ,
Detroit, Michigan.

Gentlemen:

I wish you to know that our Commission is very gratified with the results being achieved by the "I Want A Job" program so graciously carried by your station.

I have letters from several other State Employment Service representatives outside of Michigan who have heard the program. These people were very much impressed with the program and sought information as to technique and method of presentation. Several states are now planning and attempting to present similar programs. Michigan, as usual, has been the leader, thanks to WWJ.

It is my personal feeling that although the program is very valuable to the Michigan State Employment Service, it is also valuable to WWJ in that it is increasing the prestige of your station and evoking a great deal of favorable comment on your civic mindedness.

Sincerely yours,

C. E. Mounteer
Director

By Kenneth R. MacDonald
Kenneth R. MacDonald
Information Service

KRM:RC

WWJ is proud to have been of this service to the Michigan Unemployment Compensation Commission, and to have had still another opportunity of serving the Detroit community.

Since WWJ was established—more than 18 years ago—it has been the conviction of the management that a radio station's first duty is to SERVE the community in which it is located. That is why, over the years and continuing right now, WWJ's program presentations include broadcasts by the Detroit Council of Churches; by the Wayne County Medical Society; by the Detroit Board of Education; by the Detroit Police Department; by Wayne University; by the University of Detroit; by the Community Fund; by the Federal, State and City governments, and other programs devoted to civic betterment, or of general community interest.

Undoubtedly, the strict adherence to this policy of ALWAYS placing the listeners' interests first is one reason why WWJ is so greatly preferred by the great home element in Detroit's population—***a fact established by actual survey!***

Established Aug. 20, 1920

WWJ

National Representatives

George P. Hollingbery Company

New York : Chicago : Detroit : Kansas City
San Francisco : Atlanta

Basic Red Network Station

Broad Changes in FCC Rules Are Urged by Bar Association

Responsibility on FCC for Formal Actions, Not On Subordinates, Is Theme of Proposal

APPROVING the bulk of the recommendations made by its Committee on Practice and Procedure, the Federal Communications Bar Association made public Oct. 25 a series of sweeping recommendations for changes in the proposed rules of practice and procedure of the FCC.

The final recommendations, based on action of the executive committee following suggestions from the entire membership of attorneys practicing before the FCC, were not reached without considerable controversy, it was learned. Disagreement developed particularly on the suggestion that examiners be not permitted to make recommendations as to ultimate disposition of cases unless specifically directed by the Commission in its order of reference. The Association, however, finally supported this view though it explained that the executive committee action was not unanimous.

Wherever it could, the Association recommended adoption in substance of provisions of the new Federal rules and civil procedure which became effective Oct. 1 in general court practice. Rules of the Federal courts, it was pointed out, are applicable to Commission procedure and will facilitate the handling of matters in the Commission by attorneys in general practice who are already familiar with the Federal court rules.

What a Day

ALL IN ONE DAY, Oct. 8, KABC, San Antonio, carried the MBS broadcast of the World Series, from 12:30 to 3 p. m.; then switched to San Francisco for the Texas A & M-Santa Clara football game, 4:20-7 p. m., finally winding up its stirring sports day with the broadcast of the local Thomas Jefferson-Gladewater High grid contest, 8-10:30, and the regularly scheduled sportscast at 10:30.

Motion Docket Favored

The main theme of the Association's recommendations was to make the FCC itself, rather than its subordinates, responsible for practically all formal actions. Setting up of a motion docket to be presided over by a commissioner was urged. Similarly, the Association supported the recommendation of the FCC rules committee, which drafted the proposed rules for repeal of the controverted "two-year rule" preventing FCC legal employes from practicing before the Commission for two years after their retirement from Government service. It advocated deletion of a sentence which it claimed was unnecessary.

Numerous changes in phraseology were suggested. Moreover, many of the changes in actual procedure are fundamental.

Because of the far-reaching changes advanced, Duke M. Patrick, president of the Association, suggested to William J. Dempsey, FCC general counsel and chairman of the rules committee of that agency, that it might be deemed advisable for the Association to present arguments on its proposed changes before the Commission or a member of it. This suggestion was made in Mr. Patrick's letter of transmittal and probably will be considered by the Commission.

Regarding the proposed new complaint provision, the committee urged that any licensee made the subject of a complaint be given opportunity to answer the complaint in the same manner as other Commission licensees such as common carriers. "Such opportunity is more in accord with orderly procedure, and in many cases would eliminate needless investigations and misunderstandings," the Association said.

General new procedure on applications was suggested. The Association recommended that an application granted without a hearing and protested be designated for hearing and heard in the same manner as if originally designated for hearing. Whereas, the rules committee suggested that a motion docket be set up, to be presided over by a commissioner or an examiner, and to meet on Tuesday and Friday of each week for routine motions, the Association urged that the docket be presided over by a commissioner rather than any subordinate. It held that the procedure provided for is orderly, in the best interest of good administration, and will permit more expeditious and proper disposal of procedural matters.

New Depositions Procedure

The Association went on record against holding open records of hearings for the submission of evidence after the close of the public hearing. It said this procedure is unwise and unnecessary and believes that a party should have his case prepared at the time of hearing with respect to the issues involved and that a record should not be kept open in order that a deficient presentation might be corrected. Then it urged that where a hardship would result, the person conducting the hearing may in his discretion grant an adjournment to permit the submission of additional evidence without the necessity for a specific rule.

Entirely new procedure on the taking of depositions and issuance of subpoenas was suggested in con-

(*Continued on Page 49*)

BE SURE *you use* WNAX

The 5 Star Station

That Reaches 5 "Star" States

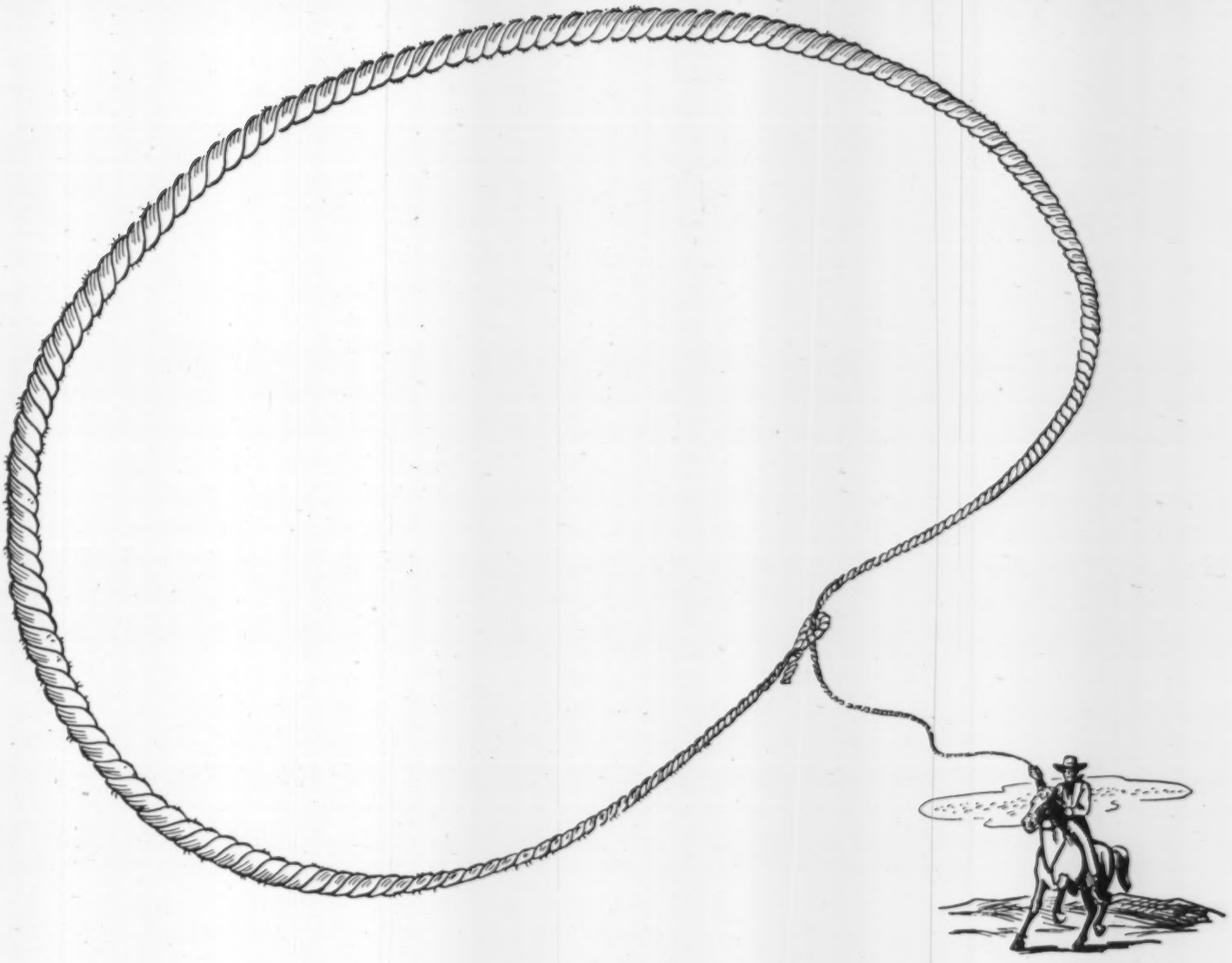
Ask to see the WNAX mail map showing WNAX coverage of the 5 "Star" States

Here's the market place of 4,000,000 farm and town buyers . . . 5 rich agricultural states, Nebraska, South Dakota, North Dakota, Minnesota and Iowa, in the greater part enjoying one of the most prosperous years in farm history. WNAX reaches into all five states with a dominating signal. It has a loyal and responsive audience who have learned they can depend on the values WNAX brings them. Past history proves results. Let us show you. There is no obligation.

Yankton
South Dakota

WNAX

Represented by
Howard Wilson Co.



A LONGER ROPE — A BIGGER LOOP

. . . and every day is round-up time for KDYL advertisers in the rich, responsive Salt Lake market. Increased power, with up-to-the-minute broadcasting equipment—most modern in the west—delivers your message with most brilliant clarity into additional thousands of homes. This, coupled with KDYL showmanship and popularity, adds up to an unsurpassed opportunity for advertisers who want to reach out for more sales.

Now 5000 WATTS
NBC
RED NETWORK

KDYL

"THE *popular* STATION"
SALT LAKE CITY

National Representative: John Blair & Company - Chicago - New York - Detroit - San Francisco - Los Angeles - Seattle

WHA Political Fairness In Use of Time Defended

POLITICAL opponents of Wisconsin's Progressive Party joined last month in defense of WHA, University of Wisconson station at Madison, following an editorial attack on the station by the *Chicago Tribune* in protest against WHA's application for 50,000 watts on 670 kc., the clear channel now assigned to WMAQ, Chicago [BROADCASTING, Oct. 1, 15].

The newspaper had charged that the station "is used to promulgate the social and political ideas of the LaFollettes . . . and offers no adequate time for reply." Frank W. Smith, gubernatorial nominee on the Union Party ticket, which opposes the LaFollette machine, asserted WHA "gave all candidates an equal opportunity, free of charge, to speak to all who listened." Mr. Smith also attacked the *Tribune* for unfairness. Robert K. Henry, Democratic-Republican candidate for Governor, asserted that he "experienced no censorship on the part of WHA." Other candidates against the LaFollette party also were quoted as supporting WHA against the newspaper's attack.

Placed by Peter Paul

PETER PAUL Inc., Naugatuck, Conn. (Mound candy), is sponsoring a new series titled *Oddities in the News*, on KNX, Los Angeles; KSFO, San Francisco, and WABC, New York, Monday thru Friday, 8-8:05 a. m. Platt-Forbes, New York, is the agency.

FARMERS DEPEND ON WSYR

Syracuse is the hub of one of the country's richest farm markets. Here are located the vast, new Regional Market; the important farm supply houses; and The New York State Fair attracting 400,000 persons. Here, too, the official per capita farm income averages over $1,500 per year!
Therefore, WSYR presents such outstanding farm programs as:

- *The National Barn Dance*
- *The National Farm & Home Hour*
- *Goodyear's Farm Radio News*
- *Firestone's Voice of the Farm*
- *The Farm Bulletin Board*
- *The Dairylea News*
- *The Daily Produce Reporter*

. . . and other frequent news and market prices broadcasts. WSYR sent out 96 programs from the State Fair Grounds to keep farmers informed and a highlight of the fall season is our quest to determine a Potato Champion.

And so, day in and day out, WSYR arises at six o'clock to salute its friends and neighbors . . . the farmers of upstate New York. Mail from 400 cities and communities tells us we're doing a good job in a great farm area.

570 kc.

WSYR SYRACUSE

WNAX Sale Approved

(*Continued From Page 24*)

WNAX is a CBS outlet. Charles H. Gurney, head of the House of Gurney, seed and nursery firm, was the seller. The South Dakota corporation, the decision brought out, is headed by Mr. Cowles as president. The record showed also that he is connected with the Iowa Broadcasting Co., operating KSO and KRNT in Des Moines and WMT in Cedar Rapids. Mr. Cowles is the owner of all the stock in the new corporation except two qualifying shares. The decision said that none of the IBC stations renders an acceptable service in Yankton but that there would be a slight overlapping of the service areas of the Des Moines stations and WNAX within a small portion of the rural areas between Des Moines and Yankton. It added that the newspaper interests, with which the stock ownership of the South Dakota corporation are connected, "do not have any concentrated or general circulation within the primary service area of WNAX."

Commissioner Craven in dissenting said that in the absence of positive showing to the contrary "public interest in any economic or political entity in general would be best served by a diversification of licensees controlling regional broadcasting stations, rather than by a concentration of such licensees in the same or allied interests." In the WNAX case, he said, while the station is in South Dakota, it renders good daytime service to large portions of Iowa "where interests closely allied to the transferee control the operating policies of three regional stations rendering good daytime service to the remainder of Iowa." Because this was not a specific issue in the hearing, he recommended that the case should be remanded for further hearing to secure additional evidence.

The report brought out that management of WNAX under the new owners would be given an employe of IBC. During the hearings, it was stated, Robert Tinchener, accountant for IBC, would be placed in charge of WNAX.

Accounting Data

The Commission said approval of the transfer will result in persons having control of WNAX who have had wide and successful experience in broadcasting. Moreover, it stated, it also would have the effect of removing from the control of WNAX "persons who have been engaged in promoting certain of their own business enterprises through the medium of advertising over the radio station."

In the hearings, the Commission for the first time offered testimony of a member of its accounting staff who examined the books of WNAX. The hearing was before Examiner Melvin H. Dalberg, who recommended approval, and was convened a second time for the taking of testimony. Appearing for WNAX Broadcasting Co. was Frank D. Scott while Paul M. Segal appeared for South Dakota Broadcasting Corp. James D. Cunningham, Hugh B. Hutchison and Russell Rowell appeared for the FCC.

In first reviewing the application of WNAX for renewal of its license because of a program citation, the Commission stated that its attention had been directed to solicitation of funds by D. B. Gurney, president of the licensee corporation. The program appeared primarily designed to employ advertising and other media to "influence legislation pending before the United States Congress which, if passed, would result in the establishment of claims against the United States," the Commission said. "It is the opinion of the Commission that the allowance by a licensee of broadcasts of the type above referred to, under the facts involved herein, and for the purpose indicated, is not consistent with the standard of public interest which broadcast stations are expected to meet."

The purchase price of $200,000, it was pointed out, involved an advance of $50,000 in return for a note in like amount. After approval a further payment of $100,000 was to be made within ten days with the final payment of $50,000 to be made four months after approval. In the sales contract, the House of Gurney agreed to lease all of the premises occupied by WNAX to the licensee for three years. In return the transferee agreed to set aside broadcast time over WNAX for use of the House of Gurney in the amount of 2½ hours per day for the first year; two hours daily for the second year, and 1½ hours for the third year. All program matter on this reserve time would be subject to the approval of the licensee.

The opinion went deeply into the financial structure and bookkeeping operations of the Gurney organization. It was concluded, however, that there appears to be no substantiation of contentions that the Gurney company had tried to "pad" or "exaggerate" the earning capacity of WNAX. In this connection it was also said that there is no existing requirement that stations observe a uniform system of accounts. It is possible, therefore, it said, that the system of bookkeeping in use by a particular station will not readily lend itself to transposition onto the balance sheet form approved by the Commission.

"It follows, therefore," the opinion stated, "that a variance between amounts shown for accounts reflected on the FCC balance sheet form and the accounts carried in the books of a broadcast licensee corporation which may or may not have been set up on a similar classification, is reasonably to be expected."

ON TRAIL OF SPIES
WMCA Uses New Method to Follow Testimony

NEW technique of covering trials is being used by WMCA, New York, during the spy trials in the Federal courtroom, New York, featuring Martin Starr as courtroom reporter. Because microphones are barred from courtroom proceedings, Starr records the events of the trial as they take place and each hour rushes from the courtroom to a special microphone set up across the street, thus allowing for hourly bulletins to be broadcast while the trial is in session.

Sitting at a special table near the judge's bench, Starr prepares his broadcast from the evidence being given, while another reporter uses a nearby telegraph office to flash highlights to WMCA. Details are left for the resume programs.

When you install new equipment to increase antenna efficiency, be sure that you get results you expect. Such assurance can be based only upon experience and a record of performance. Blaw-Knox has been building antennas since 1912; its leadership in the field of radio covers this industry's entire history. Having pioneered the vertical radiator, having unequaled facilities for research, design, and construction, knowing the possibilities, limitations, and specialized uses of every type of vertical antenna . . . Blaw-Knox fully justifies complete confidence in *results*. Your antenna equipment involves only about 15% of your total investment. Give the other 85% a chance to perform.

BLAW-KNOX VERTICAL RADIATORS

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh, Pa.
Offices in New York, Chicago, Philadelphia, Birmingham, Detroit

WOKO	Albany
WGST	Atlanta
WBAL	Baltimore
WGR-WKBW	Buffalo
WCKY	Cincinnati
WHK-WCLE	Cleveland
WHKC	Columbus
WIS	Columbia, S. C.
KGKO	Ft. Worth - Dallas
WTIC	Hartford
KMBC	Kansas City
KLRA	Little Rock
KHJ	Los Angeles
WMAZ	Macon
WREC	Memphis
WIOD	Miami
WISN	Milwaukee
WSFA	Montgomery
WLAC	Nashville
KOMA	Oklahoma City
WCAU	Philadelphia
KOY	Phoenix
ARIZONA NETWORK	KOY Phoenix; KGAR Tucson; KSUN Bisbee-Douglas
WCAE	Pittsburgh
KOIN-KALE	Portland, Ore.
WRVA	Richmond, Va.
WHAM	Rochester, N. Y.
KDYL	Salt Lake City
KTSA	San Antonio
KGB	San Diego
KFRC	San Francisco
KDB	Santa Barbara
KIRO	Seattle
KWK	St. Louis
KHQ-KGA	Spokane
WFBL	Syracuse

Additional stations are being added regularly to complete the major market coverage of the United States.

WTS

new medium for advertisers!

THE WORLD TRANSCRIPTION SYSTEM

"Tested Stations of the Nation"

First Completely Flexible Coast-to-Coast Group of Radio Stations!

The World Transcription System offers radio campaigns on a basis never before available to advertisers, combining all the flexibility and other desirable features of selective broadcasting with the efficiency, control and economy of network radio.

Now W.T.S. makes it possible to schedule transcription programs on sales-tested stations from coast-to-coast through one organization—*covering as many or as few markets as desired!* For the Gold Group is completely flexible . . . not only a new medium for advertisers but a medium for *new* advertisers . . . big and small.

In addition to providing a transcription campaign "in a package," W.T.S. has solved the problem of mechanical costs, arranging for them to be absorbed in whole or in part. Thus, to the advertiser with a test program as well as to the one with larger-scale requirements, the World Transcription System offers definite advantages . . . in convenience, in economy and in dependability.

Advertisers and their agencies will be interested in learning about this new development in radio. Address your inquiry to the World Broadcasting System, 711 Fifth Avenue, New York City, New York.

WORLD BROADCASTING SYSTEM

ATLANTA • CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

Transcription Headquarters

World's vertical-cut transcriptions have been accepted as the standard of quality by leading advertisers. Only World delivers true Western Electric Wide Range quality, because only World records on Western Electric equipment, by the Western Electric Wide Range method.

BROADCASTING and Broadcast Advertising

Published by
BROADCASTING PUBLICATIONS, Inc.

Executive and Editorial Offices:
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
GATE TAYLOR, Advertising Manager

Subscription Price: $3.00 per year–15c a copy–Copyright, 1938, by Broadcasting Publications, Inc.

J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NORMAN R. GOLDMAN, Advertising Representative

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Editorial ● MAURY LONG, Advertising

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HOLLYWOOD OFFICE: 6331 Hollywood Blvd., Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Television Emerges

WHEN the Radio Act was being written, and then rewritten as the Communications Act, it will be recalled that it was the sentiment of the Congress that the commissions it set up should devote their energies to advancing the art and science of radio. Now comes television out of the laboratories after a decade of costly experimentation, as the latest child of an industry that has been battered about unmercifully by the political elements. With the emergence of television as a potential public service, the Government, and the FCC in particular, have an unparalleled opportunity to prove whether their regulators basically have the public interest at heart.

It is impossible to prophesy whether television will "take" with the public. It has progressed very slowly in England, even with governmental subsidy. Even the most convinced researcher and industrial executive in the field won't hazard a guess as to how it will be received in this country. Actually, the rado set manufacturing industry approaches television with trepidation lest it upset its half billion dollar per year business.

We won't venture to predict whether the American public, in those centers where television by reason of natural limitations will first be introduced, will take to their hearts the rather small images first offered. Time alone will tell. But it does appear that television is starting out properly and modestly and fairly. RCA is making its machinery and its services available to all comers qualified by the FCC. Thus there can be no monopoly except as dictated by the limitations of the wave lengths, which are under the control of the FCC.

Here is an opportunity for the FCC to direct the destinies of what may, with care and foresight, become a new "billion dollar industry." It is our firm belief that broadcasters, by reason of their knowledge of public desires, their experience with technical operation and their investment in research are the natural inheritors of television. Some of them are already pioneers in the field. Others may choose to enter it, cautiously perhaps but certainly with their chief object the rounding out of their service to the public. They should be given every encouragement by the regulators of radio and every assurance that television will not, like sound radio, become a political football.

Otherwise the public will be the chief loser, for even without television, sound broadcasting is going to continue as the basic service to the American masses.

Harry Shaw

ONE OF RADIO'S almost forgotten but really great benefactors has passed on with the untimely death of Harry Shaw. It has been four years since he participated actively in radio —a long time on the radio calendar. Some seven years have elapsed since he served as president of the NAB during a trying year in its development.

Many broadcasters will recall how Harry Shaw hopped from city to city in his own plane to keep things perking in industry affairs. He gave generously of his time and energy and finances to do what he considered the proper job. He worked hard for radio.

Here at BROADCASTING we have particular reason to mourn his passing. In the autumn of 1931, when the present owners were searching for financial backing, it was Harry Shaw who saw merit in the idea of an industry trade journal, independent and hard-hitting, unfettered by outside alliances. He provided the initial capital and took only a minority interest. He launched its first business drive, but left the editorial direction to its editors, who have been its sole owners since 1933.

Harry Shaw was broken in health during the last year of what had been a full, active and unselfish life. He had suffered reverses in a business way. But if there is recompense for a job well done, the broadcasting industry will always look back on Harry Shaw as one of its truly great and beloved leaders.

Reverse English

THE OTHER day there came to our attention a release of *Media Records*, statistical information service on newspaper and magazine advertising lineage, reprinting an article on American radio published in the *Statistical Review* of London. The article told of dire things happening in commercial radio, stating that while it is not quite "on its way out", the whole structure is about to crumble.

The article itself is just about the most contradictory thing we have ever seen. After telling about how radio is ruining legitimate advertising and demoralizing agency service, the editors very honestly penned a footnote on "the other side of the picture". BROADCASTING first was quoted as an indication of the steady growth of broadcast advertising in the United States. Then, rather remarkably, it was brought out that in Great Britain, statistics on sponsored programs in English from continental stations, like those in Luxembourg and Paris, have skyrocketed.

Expenditures for time for these English programs, earmarked for British listeners, increased from $880,000 in 1934 to $3,750,000 in 1937, according to these figures. And it was added that the tendency is for more advertisers to spend money on the air.

Thus British listeners, despite a rigidly non-commercial government-owned broadcast structure, are dialing the hard way to get programs they like—the commercials. Add to that the significant fact that Winston Churchill, eminent British Conservative, when he answered Hitler the other day, was heard in the United States because radio by the American Plan permitted it, but was barred from the facilities of the BBC, operating under the European Plan.

The RADIO BOOK SHELF

THE STORY of a wholesome, unsophisticated, warm hearted individual who won fame and success through a combination of hard work and luck is presented in *Living in a Great Big Way*, Kate Smith's autobiography, published by Blue Ribbon Books, New York ($1). In addition to telling her life story, Kate takes her readers behind the scenes in broadcasting, telling how a radio program is written, rehearsed and broadcast, and describing the changes that have occurred in broadcast technique since she first spoke her now famous "Hello, Everybody" into a microphone. She also tells of her enthusiasms for helping people who are sick or distressed, for sports and for foods, even including some of her favorite recipes and a plug for the products she advertises on her weekly program.

EXPLANATION and illustration of the technique of writing for broadcasting, from planning the radio program to production, is included in *Practical Radio Writing* [Longmans-Green & Co., N. Y., $2], by Katharine Seymour and John T. W. Martin.

EXPANSION of ultra-high frequency relay broadcasting is the basis of an article on u. h. f. equipment for that purpose by W. A. R. Brown, NBC assistant development engineer, in the October issue of the quarterly *RCA Review*. The same issue carries a review of u. h. f. vacuum-tube problems by B. J. Thompson, of RCA Radiotron Division, and a survey of u. h. f. measurements by L. S. Nergaard, also of Radiotron.

PROCEEDINGS of the Second National Conference on Educational Broadcasting, held in Chicago Nov. 29-Dec. 1, 1937, have been edited by C. S. Marsh, executive secretary, and published in book form by the University of Chicago Press [$3].

INSTITUTE of Radio Engineers, New York, has published *Standards on Radio Receivers 1938* and *Standards on Electroacoustics 1938* in pamphlet form.

We Pay Our Respects To —

CHARLES HALSTEAD COTTINGTON

MANY success stories start where the small town boy comes to the big city. In only a few cases, however, does that phase of the story happen as early as it did with C. Halstead Cottington, vice-president of N. W. Ayer & Son. For he was just five years old when he left Adrian, Mich., the place of his birth, and struck out (in care of father and mother) for the big city—in this instance, Chicago.

Mr. Cottington—or if you know him, just "Cotty"—watches the business angles of radio for Ayer, makes his home in suburban Philadelphia, but might be seen in a half-dozen places around the United States in the course of a normal week. He is one of the sparkplugs in the noteworthy job that Ayer is doing this year for Atlantic Refining Co., presenting the largest program of commercially-sponsored play-by-play intercollegiate football broadcasts ever put on the air.

Cotty got his elementary and prep schooling in Chicago at Lewis Institute, then went to the University of Michigan at Ann Arbor, where he hung up his hat and took his meals with the good brothers of Phi Kappa Psi. When Uncle Sam entered the World War, Cotty, who was in his junior year (he was born Jan. 5, 1897) left school to become a gob, finishing his term of service as C. H. Cottington, ensign, U. S. N.

The war over, Cotty skipped school and went right back to Chicago where he got a job in that famous old school for advertising men—the classified department of the *Chicago Tribune*. From classified he was graduated to local, and from local to national advertising for the "Trib". Then, in 1921, he started his own advertising art business in Chicago—a business he stuck to until he came with N. W. Ayer and Son as art buyer in 1925.

An agency man ever since, he has done about every chore that turns up in the servicing of a wide variety of national advertising accounts. In 1931 he was drafted into the radio field, and his aptitude and natural inclinations have kept him there ever since.

Practically all his early radio experience was in production. He has worked with a galaxy of star performers and big names that read like "Who's Who" in radio entertainment. Among them:

In the popular ranks, Jack Benny, Stoopnagle & Budd, Al Jolson, Robert Benchley, Paul Whiteman, Frank Black, Andre Kostelanetz, George Olsen, Gus Haenchen, Leon Belasco, Nat Shilkret, Ohman and Arden, Red Nichols, Ferde Grofe, The Revelers, The Cavaliers, The Songsmiths, the Pickens Sisters, Frank Parker, Phil Duey, Virginia Rae, Frank Munn, James Melton, Olga Albani, Jane Frohman, Francis Langford, Ramona, Irene Taylor, Ethel Shutta, Jack Fulton, Mildred Bailey, Welcome Lewis, Irene Beasley, Irene Bordoni, Gertrude Neissen, Louis Silver, Robert Armbruster, and Victor Young.

In the classical ranks, Lily Pons, Lucrezia Bori, Lotte Lehman, Kirsten Flagstad, Rosa Ponselle, Elizabeth Rethberg, John Charles Thomas, Giovanni Martinelli, Edward Johnson, Ezio Pinza, Arturo Toscanini, Bruno Walther, Artur Bodanszky, Nicolai Sokoloff, Eugene Goossens, Alexander Smallens, Jose Iturbi, Ossip Gabrilowitsch, Mischa Elma, Jascha Heifitz, Efrem Zimbalist and Yehudi Menuhin.

Are there any others? If there are, Cotty has either worked with them or "at" them in his radio career.

Every biographical questionnaire contains an item marked "hobbies". Cotty's principal extra-mural interest is reminiscent of the classic bus man's holiday. It's music—"hot" music.

This is not strange when you learn that Cotty's interest stems from youth, when he played a banjo professionally in the then bright spots of Chicago. That was in about 1915, the same year that the original Dixie Land Jazz Band came out of the South to rock the Windy City.

Ever since Cotty has made what he terms a "studious application to the study of hot music," and today has an extensive "platter" library on the subject.

In addition to his interest in music, Cotty plays an indifferent game of golf, sleeps well, has a good appetite, and makes life much easier with a persistent sense of humor.

What does he think about radio?

"All too often," he says, "advertisers in radio are inclined to inject entirely too much high-pressure selling. The temptation is great to over-sell in the very few moments of time available. Often, as a result, an excessive amount of enthusiasm is expended lining up immediate sales increases which are obtained at the expense of maintaining year-round old customers. In other words, if an advertiser through a flamboyant approach obtains a 5% increase, but at the same time succeeds in annoying 5% of his old cutomers, he has actually made very little progress."

Mr. Cottington believes firmly in the theory that the sideshow barker can always attract a few suckers, but in order to get new business must move on to another town.

"Legitimate advertising should not only bring in new customers, but should maintain the loyalty of the old ones," he says. As Exhibit A he offers the current Atlantic Refining football series, with its restrained but nonetheless effective commercial continuities.

Personal NOTES

JOHN SHEPARD Jr., father of John Shepard 3d, president of Yankee and Colonial Networks, and of Robert Shepard, president of the Shepard Store in Providence, was host to his sons and executives of all the Shepard organizations at an annual banquet in Boston's Copley Plaza Hotel Oct. 23.

HOMER HOGAN has resigned as general manager of WCLO, Janesville, Wis., effective Oct. 22, and has rejoined his family in Chicago at the Hotel Sovereign. No announcement has been made concerning Mr. Hogan's future plans or the appointment of his successor.

EDWARD A. ALLEN, president of WLVA, Lynchburg, and president of National Independent Broadcasters, returned to his desk Oct. 24 after a protracted illness caused by a stomach ailment. He became ill during the June allocation hearings before the FCC and is now back at his office on a part-time basis.

H. V. KALTENBORN, CBS news commentator, on Oct. 25 received an award for "distinguished service to journalism" made jointly by Northwestern U. School of Journalism and Sigma Delta Chi, professional journalism fraternity, at a luncheon of the Headline Club, Chicago. Many Chicago radio people attended the luncheon. That afternoon, Mr. Kaltenborn was guest of John T. Frederick on CBS during *Of Men & Books* when he reviewed Mr. Kaltenborn's forthcoming book *I Broadcast a Crisis*.

GORDON OWEN, formerly of KYA, San Francisco, has joined KUTA, Salt Lake City, as sales manager.

HARRY RUNYON, formerly of KGW, Portland, was recently named sales manager of KFJI, Clamath Falls, Ore.

LOUIS K. SIDNEY, general manager of WHN, New York, is head of the producing committee for the fifth annual "Night of Stars", to be held in Madison Square Garden Nov. 16. Radio division of the committee includes Alfred J. McCosker, president of WOR, Newark; Herbert I. Rosenthal, general manager of CBS Artists' Bureau and Nick Kenny, radio editor, *New York Mirror*. Proceeds will go to the United Palestine Appeal.

JOHN E. THAYER, formerly with WWNC, Asheville, N. C., and for the last two years secretary of the Asheville Merchants Association, has been appointed commercial sales manager of WWNC, filling the vacancy created by the resignation of J. W. McIver, according to an announcement Oct. 20 by Don S. Elias, WWNC executive director.

THEODORE C. STREIBERT, general manager of WOR, Newark, and Mrs. Streibert are the parents of a son, their second child, born Oct. 19 at the Brooklyn Hospital.

WINSTON L. CLARK, manager of WLAP, Lexington, Ky., for the last five years, has resigned effective Nov. 1. He has not announced plans.

PAUL WHITE, CBS director of special events, on Oct. 28, addressed the Michigan Press Club in Ann Arbor, on coverage of the European crisis.

ALAN HENDRY, formerly advertising manager of department stores in Syracuse, Rochester and Detroit, has been placed in charge of local regional sales of WIBX, Utica.

DONALD W. THORNBURGH, CBS Pacific Coast vice-president, has been made head of the radio division of the Los Angeles Community Chest campaign. Assisting him are Leo B. Tyson, manager of KMPC, Beverly Hills, Cal., William Baker, manager, Benton & Bowles, Hollywood, and Fred Jordan, manager, Buchanan & Co., Los Angeles.

ROYAL E. PENNY, sales manager of WBT, Charlotte, and southern representative of Radio Sales, has entered the hospital for an operation which is expected to keep him from his work for at least two weeks.

LESLIE W. JOY, manager of KYW, Philadelphia, has been appointed chairman of the radio committee of the Red Cross in the Philadelphia area.

DOUGLAS MESERVEY, assistant to John Royal, NBC vice-president in charge of programs, returned Oct. 27 from his honeymoon in Bermuda. He was married to Mrs. Thelma Trieste Oct. 11 in New York.

WILBUR EDWARDS, recently of the announcing staff of WBT, Charlotte, N. C., has joined the WBT sales staff.

DANIEL WEBSTER has been named editor of the farm and rural department of WHIO, Dayton. Richard Cull, veteran reporter of markets, also was placed in charge of farm marketing information.

R. R. PATTERSON, formerly of KFDM, Beaumont, has joined the commercial department of KRMD, Shreveport.

STEVE FULD has been assigned to the station relations department of CBS, replacing Lincoln Dellar, now manager of WBT, Charlotte, N. C. Mr. Fuld was formerly with Radio Sales, CBS subsidiary.

EDWARD R. MURROW, CBS European representative, arrived in New York on the *Queen Mary* Oct. 18 for a two-week vacation after his strenuous activities during the recent Czech-German crisis.

JERRY NORTON, formerly account executive at Allied Advertising Agencies, San Francisco and more recently with KYA, San Francisco, resigned Nov. 1.

BEHIND the MIKE

LENOX R. LOHR, president of NBC will discuss the place of radio in American life today in a speech before the biennial conference of the Federal Council of Churches of Christ in America at Buffalo on Dec. 7. Dr. Ralph W. Sockman, conductor of *Radio Pulpit* on NBC-Red and pastor of Christ Church, New York, will also be a featured speaker.

HOPE H. BARROLL Jr., vice-president and manager of WFBR, Baltimore, has been elected vice-president-at-large of the Chesapeake Bay Fishing Fair Assn., a group of anglers sponsoring an annual fishing competition.

L. R. (Larry) KIRK, formerly with KAST, Astoria, Ore., has joined the sales staff of KXL, Portland.

HUGH A. L. HALFF, president and general manager of WOAI, San Antonio, is the father of a seven-pound daughter, Catherine, born Oct. 15.

T. ARTHUR EVANS, secretary of the Canadian Assn., of Broadcasters, Toronto, on Oct. 8 married Miss Alice Myles of Toronto.

W. J. WOODWILL formerly with western stations, has been appointed manager of CKSO, Sudbury, Ont.

HUGH FELTIS, commercial manager of KOMO-KJR, Seattle, recently addressed the Seattle Ad Club on the importance of radio in the European crisis.

M. R. HARRIS, auditor of Don Lee Broadcasting System, Los Angeles, has been made account executive. A. T. Quinn, auditor of KFRC, San Francisco, has been transferred to Los Angeles, taking over Mr. Harris' duties.

JACK O'MARA has joined KVOE, Santa Ana, Cal., as account executive.

WARREN KERR, new to radio, has joined KFAC, Los Angeles, as account executive.

LEWIS A. SMITH, formerly of Fred A. Hinnicksen Agency, Davenport, and later on the sales staff of WHBF, Rock Island, has joined the sales department of WJJD, Chicago. Earl Fenton, new to radio, has also joined the WJJD sales staff.

EARL H. GAMMONS, manager of WCCO, Minneapolis, recently was elected to the board of directors of the Northwest Radio Trade and Appliance Assn.

AL HARDING, announcer of WCCO, Minneapolis, has been transferred to the WCCO sales department to work under Carl J. Burkland, sales manager.

Manning Honored

TOM MANNING, sports announcer of WTAM, NBC outlet in Cleveland, has been named the "baseball announcer whose work was considered outstanding for the year" by the *Sporting News Weekly*, official publication of organized baseball. The award is based on Manning's descriptions of the All-Star game in Cincinnati, and the World Series broadcasts between the New York Yankees and the Chicago Cubs. Mr. Manning has described the World Series for NBC since 1932.

Court Rules Out Suit

CHRISTIE R. BOHNSACK, former program director of WNYC, New York, on Oct. 6, filed suit against the station, claiming he was subjected to numerous "indignities" in an effort to force his resignation. Justice Ferdinand Pecora in Supreme Court denied Bohnsack's petition in view of the evidence presented. For further redress, Mr. Bohnsack may appeal to the Appellate court within 30 days of the filing of the suit, which, to date, he has not done.

LEHMAN OTIS, formerly radio editor of the *Columbus Citizen*, has been named news editor of WHK-WCLE, Cleveland, replacing Milton C. Hill, appointed commercial continuity editor. James Sands, formerly in that position, has joined the program production department, which has been placed under the direction of Alun Jenkins. Don Dewhirst has been named chief announcer, and Seymour Harvey Miller, formerly of WIBX, Utica and WMBO, Auburn, has joined the WHK-WCLE announcing staff.

ALBERT D. SHAMBERGER, office manager of WHK-WCLE, Cleveland, is the father of a girl born Oct. 19.

HOWARD KEMPER, announcer of KBST, Big Spring, Tex., recently married Miss Jean Dublin of Big Spring.

RUBY CARPENTER, new to radio, has joined the continuity department of KMA, Shenandoah, Ia.

JERRY HOLLAND, publicity director and script writer of KMOX, St. Louis, returned to his desk Oct. 22, following an illness.

EDWIN MULLINAX has joined the announcing staff of WMFO, Decatur, Ala.

I. O. CAWOOD, with the office of Dr. Ralph L. Power, Los Angeles radio counsellor, has resigned to return to college.

GLENN DOLBERG, NBC San Francisco program manager, recently married Miss Eleanor Rennie, of Oakland.

JOHN MURPHY, news commentator of WTOL, Toledo, is to marry Miss Regina Naas, of Dayton, soon.

BOB INGHAM, sports and special events announcer of WTOL, Toledo, has been signed by Driggs Dairy Co. to announce the Toledo U. football games. He will do the play-by-play description, with Jack Zeigin on commercials. After passing his state examination for football officiating, Mr. Ingham has officiated at four games this season.

HAL PARKES has been named program director of KUTA, Salt Lake City, according to an announcement by Manager Frank Carman.

MISS ELVINA JENSEN, secretary to Lloyd E. Yoder, NBC San Francisco manager, suffered a broken arm Oct. 23 when thrown from a horse.

MARTIN WELDON, announcer for WINS, New York, is conducting a course entitled *Thinking On Your Feet* at the Bedford Ave. YMHA in Brooklyn.

BOB FERRIS, formerly with KFPY, Spokane, has joined the announcing staff of KXL, Portland. T. W. Symons III, announcer, has left KXL temporarily to attend Dartmouth College.

GORDON BROWN, with KJBS, San Francisco, for seven years, recently joined KSRO, Santa Rosa, as announcer-producer.

ROBERT TONGE, formerly of KFI-KECA, Los Angeles, has joined KTSA, San Antonio, rather than WBBM, Chicago, as reported in BROADCASTING, Oct. 15.

RICHARD ELLERS, supervisor of announcers at KPO-KGO, San Francisco, is recovering from a throat infection.

DON THOMPSON, director of special events and news editor of NBC, San Francisco, recently married Kitty Morgan of the NBC casting department.

FOR SERVICE to Palm Beach, Richard Ray (left), C. of C. secretary of that city, presented an honorary membership to Reginald B. Martin, general manager of WJNO, West Palm Beach, Fla. Mr. Martin formerly was with Iowa Broadcasting System. WJNO now is using this slogan: "The Voice of the Palm Beaches."

Darwin Sustained

INTERVIEW with Guargantua the Great, temperamental gorilla now being exhibited by Al G. Barnes-Sells Floto Circus, was accomplished by Henry Dupre of WWL, New Orleans, recently when he crawled into Guargantua's air-conditioned cage with Frank Buck, who answered Special Eventer Dupre's queries on the care, treatment and habits of the gorilla.

ROY W. WINSOR, assistant production manager of WCCO, Minneapolis, recently married Martha Ricker, also of the WCCO production department. Ramona Gerhard, staff organist, and Ed Abbott, of the announcing staff, also have announced their engagement.

ROBERT HARNACK, KEHE, Los Angeles, continuity writer, is recovering from a serious hand injury which has confined him to his home since Oct. 16.

RAY GRANDEE, formerly of CBS, Hollywood, is now KVOS, Bellingham, Wash., program director.

ERNEST ADAMS Jr., of WRVA, Richmond, on Oct. 8 married Frances Elizabeth Bosher.

HANK WHITTAKER, former Dartmouth football player, is making his radio debut this fall as football announcer for WMCA, New York.

THOMAS A. BENNETT Jr. has been engaged as a production director at NBC, New York, replacing Wilfred S. Roberts. Mr. Bennett was formerly a musical arranger and composer for NBC and CBS.

FRED WEIHE has been transferred from the NBC guide staff to the production staff as junior director.

HERBERT H. MAY, formerly CBL, Toronto, announcer-producer, has joined the CBS Hollywood announcing staff.

SAM MOORE, Hollywood writer on the NBC *Good News of 1939*, sponsored by General Foods Corp. (Maxwell House coffee), on Oct. 13 broke his ankle while playing tennis.

WAYNE RICHARDS, announcer of KSL, Salt Lake City, on Oct. 15 married Lucile Cannon.

VAN PATRICK, formerly of KOCA, Kilgore, Tex., has joined KRMD, Shreveport, succeeding Harold Sparks, who recently moved to WSLI, Jackson, Miss.

RICHARD L. EVANS, 32, announcer and special features director of KSL, Salt Lake City, recently became the youngest of the general authorities of the Mormon Church to take office since 1906 when he was sustained a member of the First Council of the Seventy. Mr. Evans is managing editor of the *Improvement Era*, official monthly organ of the Mormon Church, and special announcer-producer of the KSL-CBS *Tabernacle Choir Hour*, heard nationwide Sundays.

JACK HOLBROOK, chief announcer of KYSM, Mankato, Minn., has returned to the studios after illness from pneumonia. He joined the station recently, having come from WHIP, Hammond. Cliff Johnson, formerly of KSOO, Sioux Falls, and KSTP, St. Paul, has been placed in charge of KYSM merchandising. He recently married Miss Luella Goss, of Sioux Falls. Cecil Smith, of Louisiana, at one time with the old ABC network, has joined KYSM.

TED TURNER, radio programs division manager of Walter Biddick Co., Los Angeles, and Thelma McLean of Columbia Pictures Corp., Hollywood, are to be married Nov. 14 in Glendale, Cal.

JAMES McKIBBEN, formerly program director of KVEC, San Luis Obispo, Cal., has rejoined KFI-KECA, Los Angeles, as writer-producer.

JOSEPHINE LeSUEUR, formerly director of the *Better Homes in America* program on CBS, has been named to conduct the *Women in the News* program on WIBX, Utica. Ruth Howard, who has conducted women's programs in New York and Cleveland, is producer of *Your Radio Hostess* program.

NAT BERLIN, formerly of Caravel Films, New York, and Sterling Adv. Agency, New York, is writing the script for *Round New York Today* on WNYC, New York.

DRESSER DAHLSTEAD, NBC San Francisco announcer, has been transferred to Hollywood.

SCOTT WISEMAN and wife, known as "Lulu Belle and Scotty" on WLS, Chicago, have gone to Hollywood where they will appear in movies for Republic Productions.

J. DONALD WILSON, Hollywood announcer, is doing narration of a John Hix "Strange as It Seems" colored motion picture at Associated Cinema Studios.

CHARLES KAPPS, in charge of production at WMCA, New York, has resigned to go to the West Coast. His plans are not known. James McCafferty, of the engineering department of WMCA, replaces him.

ELLIS HARRIS, announcer at KDAL, Duluth, is teaching a weekly radio production class at Duluth Central High School. Students plan to produce their own half-hour weekly show over KDAL as part of their class-work.

SID GOODWIN, formerly NBC Hollywood announcer-producer, has moved to CBS in a similar capacity.

BILL PARKER, formerly of WJEJ, Hagerstown, has joined the sales staff of WRTD, Richmond.

GUNNAR BACK, recently in the program department of WXYZ, Detroit, has been named program director of WJNO, West Palm Beach, Fla. Mr. Back was formerly with KFAB-KFOR, Lincoln; WTCN, Minneapolis, and WIBA, Madison, and the faculty of Wisconsin U.

CHARLES ARLINGTON, formerly of CBS, New York, and other cities, has joined the announcing staff of WBT, Charlotte, N. C.

EDDIE MURPHY, formerly of WCLO, Janesville, Wis., and WKBB, Dubuque, has joined WROK, Rockford, Ill., along with Frank Justin.

CHARLES LUTZ, formerly of WHK, Cleveland, and WHKC, Columbus, has joined WKRC, Cincinnati.

so I fired the boss...

"Say, boss," I says, bursting in.

He looks up. "Where's the conflagration?"

That brand of sarcasm don't phase me. I know my boss. I pops the question.

"Say, boss, how would you like to hire the best salesman in the business?"

"Why, I thought I had the best in the business," he replies. "Didn't you give me to understand only yesterday you were absolute tops?"

"Sure," I agrees, "and it's no lie. But this is different."

"Well, just for argument's sake," he says, "what's this super-salesman got that you haven't?"

"Plenty!"

"Let's get down to cases."

"Well, for one thing, he makes a couple of thousand calls a day. No cooling his heels in outer offices, either. He's a buddy to every prospect in the radio advertising business. He's on the job every day in the year. I hate to tell you how little he asks. And, boss, how he knows his stuff!"

"Stop, stop," yells the boss. "What are you talking about?"

"The 1939 BROADCASTING YEARBOOK Number, of course!"

I guess I must have fired the boss with enthusiasm, for he smiles and says,

"If he's that good, we ought to hire about two pages worth."

"Hooray," I yells!

So, lo and behold, I'm sending in the reservation today.

FLORENCE MURPHY, for the last seven years in the continuity department of WCCO, Minneapolis, has resigned to free lance as a radio actress. She is succeeded by Donna White, formerly in the traffic department. Betty Almers has taken over Miss White's traffic department post.

MICHAEL BLAIR, KFWB, Hollywood, fight announcer, has resigned.

JANET STRUGNELL recently joined the accounting department of KYA, San Francisco, succeeding Louise Verdier, resigned. Irene Wigton, home economics conductor, and Homer Griffith, the *Friendly Philosopher*, have also resigned from KYA.

JOE GRAHAM has joined Myron Selznick & Co., Beverly Hills, Cal. talent agency, as aide to Nat Wolfe, head of the radio department.

BILL DEAN, formerly of KABR, Aberdeen, has joined WDAY, Fargo. Ken Kennedy, WDAY program director, is to marry Jeannette Dunkirk on Nov. 3.

CHARLES HUARD, formerly of WCSH, Portland, Me., and Joyce Allmand, has joined WTIC, Hartford.

TOM CAMPBELL and Don Hopkins, seniors at Montana State University, have joined the announcing staff of KGVO, Missoula.

GEORGE McGOWAN, of KALE, Portland, married Bonnie Reed Oct. 15.

NORMAN BARRY, announcer of NBC-Chicago, has been named commentator on the *WENR Radio Fanfare*, an NBC sustaining show devoted to gossip about Chicago radio personalities.

HAROLD TURNER, staff pianist of WGN, Chicago, was to sail from New York Nov. 1 for London where he will study piano during a 10-month leave.

LEO TOWNSEND, western editor of Dell Publications, *Modern Screen*, has resigned to do radio writing. He is working with Hal Block, writer on the CBS *Texaco Star Theatre*.

MORE WALL PAPER, SUSIE, FOR THE SHOPPIN' LIST!

Out here in our prosperous Red River Valley, family needs are big — but family wealth is bigger! WDAY's 1,115,104 listeners buy 30.3% of all food, 31.9% of all drug products, and 32.9% of all automotive goods, sold in the combined states of North Dakota, South Dakota and Minnesota (minus the counties containing Minneapolis and St. Paul).

WDAY delivers the whole Valley, in one audience — at low rates. Write for all the facts, today!

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Trade Forecast

LEE CHADWICK, continuity director of WTAR, Norfolk, claims to have found "a unique but reliable business barometer" which works every week but those in which a holiday falls. If ad agency copy for the following week arrives on Friday, business is good; Thursday, fair; Wednesday, n.s.g. Once it came in on Tuesday, when business was noticeably down, but so far it hasn't arrived on a Saturday.

VIRGIL CORY, for the last several years sports editor of the *Wichita Eagle*, on Oct. 10 joined KANS as sports editor. He is conducting a daily sports review, *Spotlight on Sports*, and plans to conduct his sports department much in the same fashion as a newspaper's.

WILLIAM B. RAY, manager of press information service for the NBC Central Division, Chicago, is the father of a boy, Wm. B. Ray III, born Oct. 18.

WILLIAM J. FARLEY, formerly of WELI, New Haven, has joined WICC, Bridgeport, as announcer-producer at the New Haven studios.

TED ASHTON, formerly of CBS, New York, has been appointed public relations counsel of Screen Actors Guild, Hollywood.

Noted Commentators

ANOTHER distinguished Washington correspondent joined the ranks of sponsored radio commentators in October when Sir Wilmott Lewis, veteran correspondent of the *London Times*, began a series of commentaries on world events over WRC, Washington, 7:45-8 p. m., Mondays, Wednesdays and Fridays, sponsored by Wilkins Coffee Co., Washington. The schedule is for 26 weeks, placed by the Lewis Edwin Ryan Agency, Washington. Hilmar R. Baukhage, Washington newspaperman and commentator for several years on the NBC *Farm & Home Hour*, is conducting a Sunday evening comment program on WMAL.

AFRA Names Smith

MARK SMITH was reelected president of the New York local of the American Federation of Radio Artists at a recent meeting of the chapter, which also reelected Walter Preston, first vice-president; William Adams, second vice-president; Ben Grauer, third vice-president; Alexander McKee, fourth vice-president, and Lucille Wall, recording secretary. Ted De Corsia was elected fifth vice-president and Ned Wever, treasurer.

ENTHUSIASM for SALE!

NBC

K-A-N-S

WICHITA, KANSAS

Clark A. Luther Directs KFH's National Sales

CLARK A. LUTHER, for four years manager of WOC, Davenport, on Oct. 18 became national sales manager of KFH, Wichita, working directly under Marcellus M. Murdock, publisher of the *Wichita Eagle* and general manager of the station. Mr. Murdock became general manager following the death of Cecil U. Price a year ago. Mr. Luther takes over the sales and promotion functions formerly handled by Mr. Price.

Mr. Luther

With the new appointment it was announced that Vernon Reed, veteran KFH program executive, assumes charge of programs and production. P. S. Clark continues as business manager. Milton Mendelsohn, recently production head of the station, left Oct. 4.

A native of Pennsylvania, Mr. Luther is a graduate of the Missouri University School of Journalism, receiving his degree in 1928. For six years he was a member of the advertising staff of newspapers in Des Moines. He was with WHO, Des Moines, over a year before becoming general manager of WOC, sister station in Davenport.

AFRA in Hollywood

LOS ANGELES Chapter, American Federation of Radio Artists, has started negotiations with CBS, Hollywood, for a working pact affecting announcers, directors, writers and sound effects men affiliated with the organization. AFRA is represented by Laurence W. Beilenson, western counsel, and Norman Field, executive secretary, who is also national second vice-president. Carlton KaDell, Hollywood announcer, was reelected president at the October meeting. Other officers are Thomas Freebairn-Smith, first vice-president; Ynez Seabury, second vice-president; Georgia Fifield, recording secretary and J. Donald Wilson, treasurer. Miss Seabury was moved up from third vice-presidency and Gale Gordon elected to fill the vacancy. Gordon and True Boardman were elected to the executive board.

WCBS

The Salesway to Central Illinois.

NATIONAL REPS. SEARS AND AYER

SPRINGFIELD ILLINOIS

ASSOCIATED WITH THE ILLINOIS STATE JOURNAL

ILLINOIS 2nd MARKET

Broad Changes in FCC Rules

(*Continued from Page 38*)

formity with the new Federal rules of civil procedure.

Regarding the controverted provision relating to instructions to examiners, the Association said the executive committee was not unanimous in its view. A minority felt that a person or persons conducting the hearing should be limited to taking of testimony and submitting a report without recommendations, while another felt that such persons should have power to report not only on conclusions of fact and law but also on recommendation as to the ultimate disposition unless otherwise directed, while a third favored the flat provision that they submit conclusions of fact and law without recommendation. "There being no majority for any of the three points of view, a majority did agree to recommend the third view," the Association said.

By way of further explanation, the Association gave its views on practices which have developed in connection with examiners' reports. It stated:

The Association desires to record its views with respect to certain practices which have grown up in connection with examiners' reports and which seem to require comment rather than changes in the language of the rule. It is the understanding of the Association that the customary procedure within the Commission in dealing with applications, petitions or other requests addressed to the Commission which will not be granted without hearing is as follows:

A public hearing is held before an examiner at which hearing not only the parties but the Commission's law department and engineering department and sometimes its accounting department, are represented. Ordinarily, the Commission's engineer testifies, his direct examination being conducted by the Commission's attorney; if the accounting department is represented at a hearing, testimony by its representative is handled in a similar manner. At the conclusion of the public hearing, the record is closed and upon this record a report is prepared by the examiner which is released to the public and to the parties. To this report the parties file exceptions and oral arguments, when requested to the examiner's report and the exceptions filed thereto.

Departmental Reports

Between the date of the examiner's report and the Commission's ultimate decision, there are, however, certain reports which are made to the Commission by its department heads, none of which is part of the record and none of which is available to the parties. At the present time, these include: (a) a report by the Commission's engineering department containing comments on the engineering questions, if any, presented by the case and if no such questions are presented, a statement to that effect; (b) a report of the Commission's law department which is similar in substance as to questions of law which may or may not appear; (c) a report by the Commission's accounting department similar in substance to that of the engineering and law departments.

As heretofore indicated, it is our understanding that such reports from the engineering department and from the law department are required and submitted in all cases; that reports by the accounting department are submitted only in such cases as in the judgment of the Commission involve accounting questions. It is our further understanding that under a practice now discontinued but formerly in use, that the examiner's department or the particular examiner who heard the case was likewise called upon to submit and did submit to the Commission, either in writing or in person, or both, a report upon those questions of fact dealt with in any exceptions filed to the report.

That any such procedure is patently improper is demonstrated by the case of Morgan vs. Wallace, 304 U. S. 1. It is essential to the orderly conduct of the Commission's business that each examiner's report should reflect the views and opinions of the various departments within the Commission when such report is released to the public and to the parties. Otherwise, there can be neither fair treatment of the parties, satisfactory exceptions to the examiner's report or satisfactory oral arguments before the Commission. The Association therefore urges:

Data for Public Record

(a) That such legal, engineering and other comments as the several departments within the Commission may see fit to make upon any case which is the subject of a hearing be incorporated as a part of the public record at the time of the public hearing.

(b) That in any case where such a course would involve the public disclosure of matters prejudicial to the national defense or which would involve any other legitimate reason for secrecy, the examiner's report be not released to the public or to the parties until it has been submitted to and has the approval of all of the Commission's department or personnel who have any interest in the subject matter.

In certain instances (for example, among others, in transfer cases under Section 310 of the Act where there is no conflict of interest between the parties) the Association is of the opinion that it might aid the Commission to have a representative of the Commission's law department participate in the oral argument if and when there is a difference of opinion between the views of the law department and those expressed by the examiner in his report. However, it considers this to be largely a matter of internal operation at the Commission and therefore, makes no recommendation with respect to it.

It is further the desire of the Association that the views herein expressed be before the Commission when it considers Rule 106.24 and that they be considered by the Commission whatever the form of Rule 106.24 may be as finally adopted.

In connection with a proposed rule that each application be specific with regard to frequency, power, hours of operation, equipment and location of the station, the Association suggested that the term "approximate location" be used. It said it believed that specific location should not be required.

INS on Inter-City

INS news programs, which have been available for local sponsorship via WMCA, New York, are now on sale for network sponsorship over the Inter-City net, allowing clients to purchase all or part of the network for any of the regular news periods using the service. Roma Wine Co., San Francisco, on Oct. 17, was the first client to use the news programs 7 days weekly on WCBM, Baltimore, 10:45-11 p. m., and on WMCA, 10:30-10:45 p. m. James Houlihan, San Francisco, is in charge.

Two Sponsoring Trials

HYDE PARK Brewing Co., St. Louis, and Dr. Coombs, Optometrist, are sponsoring the dramatic series program, *Famous Jury Trials*, on 49 stations throughout the country, Wednesdays, 10-10:30 p. m. Stations are: WAAB WEAN WOR WHN WICC WTHT WIDO WBOY WLNH WLLH WBAX WOL WKBW WACO WOR KHJ KDB KFXM KPMC KVOE KXO KVEC KGGF KSO KFOR KIL KWK KTOK KCRC KBIX KVSO KGNC KGFF KRIS KRIC KFJZ KXYZ KGKO KCMK KRGV KGKB KABC KFYO KOUF KBST KNOW KRBC KADA.

SCHALL & MARTYN AGENCY, new Hollywood talent service, has been organized by Max Schall and Marty Martyn, formerly of the defunct Thomas Lee Artists Bureau, at 8949 Sunset Blvd. Heading the radio department are R. C. Wright and Ruth Johnson, also formerly of the Thomas Lee Artists Bureau.

to the Lower
ST. LAWRENCE

Interested in CJBR results? Ask J. Walter Thompson Co. Currently advertised over CJBR are separate live talent studio programs featuring each of the following J. Walter Thompson accounts:

Fleischmann's Yeast
Tender Leaf Tea
Black Horse Ale
Magic Baking Powder

CJBR
RIMOUSKI, QUEBEC
1,000 Watts Full Time
Affiliated with CBC

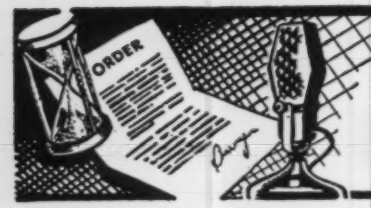
You Need WSPD For Thorough Coverage

Here is just a partial list of the Big Name Commercial Shows carried by WSPD

★ Jack Benny
★ Walter Winchell
★ Good News of 1939
★ Lowell Thomas
★ March of Time
★ Seth Parker
★ True Stories
★ Information, Please
★ Voice of Experience
★ Easy Aces
★ True or False
★ Jimmy Valentine
★ Smoke Dreams
★ Vic & Sade
★ Hobby Lobby
★ The Lone Ranger
★ Warden Lawes
★ The Magic Key
★ Mary Marlin
★ Sidewalk Interviews
★ Hollywood Playhouse
★ The Green Hornet
★ The Quiz Bee
★ Show of the Week
★ Ma Perkins
★ National Barn Dance
★ Pepper Young's Family
★ Ports of Call
★ Metropolitan Auditions
★ Irene Rich
★ Mr. Keen

The advertisers who sponsor these programs, as well as dozens of others now using this station, know from experience that to thoroughly cover the Great Northwestern Ohio and Southern Michigan Market—THEY MUST USE WSPD.

WSPD
Toledo, Ohio



THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO, Des Moines

Morton Salt Co., Chicago, 3 *sp* weekly, thru Klau-Van Pietersom-Dunlap Associates, Milwaukee.
American Pop Corn Co., Sioux City, Ia., 13 *sp*, thru Coolidge Adv. Agency, Des Moines.
Oyster Shell Products Co., New Rochelle, N. Y., 52 *sa*, thru Husband & Thomas, N. Y.
Household Magazine, Topeka 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Gooch Milling & Elevator Co., Lincoln, Neb. (feed), 39 *t*, thru Potts-Turnbull Co., Kansas City.
Brown & Williamson Tobacco Corp., Louisville (Sir Walter Raleigh cigarettes), 3 *sp* weekly thru BBDO, N. Y.

WHN, New York

Royal Typewriter Co., New York, 3 *sp* weekly for 7 weeks thru Buchanan & Co., N. Y.
Home Diathermy Co., New York, 12 *sp* weekly, 52 weeks, direct.
Famous Furriers, New York, 2 *sp* weekly, 13 weeks thru Midtown Adv. Agency, N. Y.
American Jai-Alai Corp., New York, 6 *sa* weekly, 13 weeks, direct.
I. J. Fox, New York (furriers), 8 *sa* thrice weekly, 4½ weeks, thru Kashuk Adv. Agency, N. Y.
Lip-Lore, New York (liquid lipstick), 2 *sa* weekly, 13 weeks, thru Wesley Associates, N. Y.
Fruit Industries Ltd., New York, 5 *sp* weekly, 10 weeks, thru Lawrence Fertig & Co., N. Y.

WFAA-WBAP, Dallas-Fort Worth

Beaumont Laboratories, St. Louis 4-Way Cold Tablets), weekly *t*, thru H. W. Kastor & Sons Adv. Co., Chicago.
Grove Laboratories, St. Louis (Bromo Quinine), 7 *sa* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
American Cranberry Exchange New York (Eatmor Cranberries), 6 *sa* weekly, thru BBDO, N. Y.
Allis-Chalmers Mfg. Co., Milwaukee (tractors), 2 *sp* weekly, thru Bert S. Gittins, Milwaukee.

WKRC, Cincinnati

McCormick Sales Co., Baltimore, 3 *sa* weekly, thru Van Sant, Dudgale & Co., Baltimore.
Lehn & Fink, New York (Hinds cream), 5 *sa* and *ta* weekly, thru Wm. Esty & Co., N. Y.

WMCA, New York

Lydia E. Pinkham Medicine Co., Lynn, Mass., 3 weekly *t* thru Erwin, Wasey & Co., N. Y.
Amac Co., New York (hair treatment), *sp* weekly, direct.

WLW, Cincinnati

Household Finance Corp., Chicago, 3 *sp* weekly, thru BBDO, Chicago.
Brown & Williamson Tobacco Co., Louisville (Avalon), weekly *t*, thru Russell M. Seeds Co., Chicago.

KSFO, San Francisco

Procter & Gamble, Cincinnati (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert, Chicago.

KGO, San Francisco

Firestone Tire & Rubber Co., Akron (tractor tires), 2 *t* weekly, thru Sweeney & James, Cleveland.
Lea & Perrins, New York (meat sauce), 2 *sa* weekly, thru Schwimmer & Scott, Chicago.
General Cigar Co., New York (Wm. Penn Cigars), 10 *sa* weekly, thru H. W. Kastor & Sons Adv. Co., N. Y.
RCA Mfg. Co., Camden, 6 weekly *t*, direct.

WBT, Charlotte, N. C.

American Memorial Co., Atlanta, 3 *sa* weekly, thru Groves-Keen, Atlanta.
BC Remedy Co., Durham N. C., 6 *sp* weekly, thru Harvey-Massengale Co., Durham, N. C.
Swift & Co., Chicago, 7 *ta* weekly, thru J. Walter Thompson Co., Chicago.

WTMJ, Milwaukee

Smith Bros., Poughkeepsie, N. Y. (proprietary), 95 *sa*, thru Brown & Tarcher, N. Y.
Cherry Specialty Co., Chicago (Dainties), 52 *sa*, thru Oscar L. Coe & Associates, Chicago.
Maytag Co., Newton, Ia., 13 *sa*, thru McCann-Erickson, Chicago.
Wisconsin Agricultural Authority, 7 *sa*, thru Scott-Telander, Milwaukee.

WHN, New York

Potter Drug & Chemical Co., Malden, Mass. (Cuticura soap), 6 *sa* weekly, thru Atherton & Currier, N. Y.
Nash-Kelvinator Corp., Kenosha, Wis., 7 *sa* weekly, 2 weeks, thru Geyer, Cornell & Newell, N. Y.
Steam Electric Iron Co., St. Louis, 5 *sp* weekly, thru Smith-Benny Sales Corp., N. Y.

WIND, Gary

Aurora Labs., Chicago (Clear-Again for colds), 10 *ta* weekly, thru Erwin Wasey & Co., Chicago.
Nelson Bros., Chicago (clothing), 6 *t* weekly, thru George H. Hartman Co., Chicago.

KDKA, Pittsburgh

Arco Tubular Ice Skate Co., New York, weekly *t*, thru Gussow-Kahn & Co., N. Y.
Little Crow Milling Co., Warsaw, Ind., 3 *sa* weekly, thru Rogers & Smith, Chicago.
Firestone Tire & Rubber Co., Akron, 26 *t*, thru Sweeney & James, Cleveland.
Mantle Lamp Co., Chicago, 6 *sa* weekly, thru Presba, Fellers & Presba, Chicago.
American Popcorn Co., Des Moines (Jolly Time), 13 *sp*, thru Coolidge Adv. Agency, Des Moines.

KYA, San Francisco

Japanese Committee on Trade & Information, San Francisco (travel), 1 *sp*, thru Brewer-Weeks Adv. Agency, San Francisco.
General Mills, Minneapolis (Korn Kix), weekly *sp*, thru Blackett-Sample-Hummert, Chicago.

WICC, Bridgeport

William Jay Barker, N. Y. (Hirsutus hair tonic), subsidiary of Progressive Drug Co., N. Y., 3 *sp* weekly, thru Grant & Wadsworth & Casmir, N. Y.

KYA, San Francisco

California State C. of C., San Francisco, 2 weekly *ta*, direct.
New Century Beverage Co., Oakland, weekly *sp*, thru Crossley-Ham Agency, San Francisco.

WOV, New York

Maryland Pharmaceutical Co., Baltimore (Rem), 2 *sa* daily, direct.
E. Fucini & Co., New York (Vittone Bitters), weekly *sp*, 26 weeks thru Pettinella Adv. Co., N. Y.

WAAW, Omaha

Uncle Sam Breakfast Co., Omaha, weekly *sp* (football), thru Bozell & Jacobs, Omaha.

WSAI, Cincinnati

Estate Stove Co., Hamilton, O. (Heatrola), 2 *sa* daily, direct.

Drawn for BROADCASTING by Sid Hix

"Chief, I've Just Completed That Survey on What the College Girl Is Wearing."

KHJ, Los Angeles

Safeway Stores, Oakland, Cal., (Lucerne canned milk), 10 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Davis Perfection Bakeries, Los Angeles (chain bakery), weekly *sp*, thru A. A. Bert Butterworth Agency, Los Angeles.
Potter Drug & Chemical Co., New York (soap & ointment), 12 *sa* and 6 *ta* weekly, thru Atherton & Currier, N. Y.

KHJ, Los Angeles

Associated Oil Co., San Francisco (petroleum products), 10 *sa*, thru Lord & Thomas, San Francisco.
Sears, Roebuck & Co., Los Angeles (retail departments), 6 *sp* weekly, thru Mayers Co., Los Angeles.

KARK, Little Rock

Chattanooga Medicine Co., Chattanooga, 52 *sa*, thru Nelson-Chesman Co., Chattanooga.
Falstaff Brewing Co., St. Louis, 624 *sa*, thru Gardner Adv. Co., St. Louis.
Marshall Canning Co., Marshalltown, Ia., 27 *t*, thru Coolidge Adv. Agency, Des Moines.
Cracker Jack Co., Chicago, 85 *ta*, thru John H. Dunham Co., Chicago.
Gebhardt Chili Powder Co., Dallas, 120 *sa*, thru Grant Adv., Dallas.
Hobo Medicine Co., Beaumont, Tex., 300 *sa* thru Ratcliffe Adv. Agency, Dallas.

WLS, Chicago

Household Magazine, Topeka, 3 weekly *t*, thru Presba, Fellers & Presba, Chicago.
Libby McNeill & Libby, Chicago, 3 weekly *t*, thru Transamerican Broadcasting, Chicago.
Mantle Lamp Co., Chicago, weekly *sp*, thru Presba, Fellers & Presba, Chicago.
Mantho-Kreamo Inc., Clinton, Ill. (cold remedy), daily *sa*, thru Stuck-Goble Adv. Agency, Chicago.
DeKalb Agricultural Assn., DeKalb, Ill., 3 weekly *t*, thru Frank Presbrey Co., N. Y.

KFI, Los Angeles

Jones Grain Mills, Los Angeles (fruit cake), 10 *sa*, thru Lisle Sheldon Adv., Los Angeles.
American Cranberry Exchange, New York (Eatmore cranberries), 6 *sa* weekly, thru BBDO, N. Y.
Lyons Van & Storage Co., Los Angeles (furniture), 5 *sa* weekly, thru Chas. H. Mayne Co., Los Angeles.
Interstate Transit Lines, Omaha (transportation), 6 *sa* weekly, thru Beaumont & Hohman, Omaha.
Interstate Transit Lines, Omaha, (transportation) 5 *sa* weekly, thru Beaumont & Hohman, Omaha.

KFSD, San Diego, Cal.

Dr. Ross Dog & Cat Food Co., Los Angeles (animal foods), 36 *sa* weekly, thru Howard Ray Adv. Agency, Los Angeles.
Lyons Van & Storage Co., Los Angeles (moving & storage), weekly *t*, thru Chas. H. Mayne Co., Los Angeles.

WEVD, New York

Uddo Co., New York (Bella Sicilia olive oil), daily *t*, 52 weeks, thru J. Franklyn Viola, N. Y.
Cleano Chemical Co., New York (cleaning fluid), 6 *t* weekly, 52 weeks, thru J. Franklin Viola, N. Y.

WRBL, Columbus, Ga.

Ralston Purina Co., St. Louis (cereals), 104 *sp* direct. Nehi Bottling als), 104 *sp* direct.

KDYL, Salt Lake City

Thomas Leeming & Co., New York (Baume Bengue), 110 *sa*, thru Wm. Esty & Co., N. Y.

WJJD, Chicago

Williams Automatic Heating Co., Chicago, daily *sa*, direct.

WOR, Newark

Packard Motor Car Co., Detroit, 5 *sp* weekly, thru Young & Rubicam, N. Y.

Chevrolet Motor Co., Detroit, weekly *sp* thru Campbell-Ewald Co., Detroit.

Refrigeration & Air Conditioning Institute, Chicago, weekly *sp* thru James R. Lunke & Associates, Chicago.

General Mills, Minneapolis (Korn Kix), 3 *sp* weekly thru Blackett-Sample-Hummert, Chicago.

B. C. Remedy Co., Durham, N. C. (B. C. headache powders), 3 *sp* weekly thru Charles W. Hoyt Co., N. Y.

Lewis-Howe Co., St. Louis (Tums), 2 *sp* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.

Oneida Ltd., Oneida, N. Y. (Tudor Plate Silver), weekly *t*, thru BBDO, N. Y.

United Drug Co., Boston (*Rexall*) 3 *t*, one week, thru Street & Finney, N. Y.

Bristol-Myers Co., New York (Minit-Rub), 3 *sp* weekly, thru Young & Rubicam, N. Y.

WGY, Schenectady

Air Conditioning Training Corp., Youngstown, renewal *t* series, thru National Classified Adv. Agency, Youngstown.

American Molasses Co., New York (Grandma's syrup), participations, thru Charles W. Hoyt Co., N. Y.

Arco Tubular Skate Corp., New York, winter *t* series, thru Gussow-Kahn & Co., N. Y.

M. J. Breitenbach Co., New York (Gude's Pepto-Mangan), 3 *sa* weekly, thru Morse Int., N. Y.

Cooper & Cooper, Pittsfield, Mass. (stokers), 2 *sa* weekly, thru Leighton & Nelson, Schenectady.

W. W. Lee & Co., Troy (Save the Baby), 3 *sp* weekly, thru Leighton & Nelson, Schenectady.

Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), 3 *sp* weekly, thru Rogers & Smith, Chicago.

Penick & Ford, New York (Vermont Maid), 6 *ta* weekly, thru J. Walter Thompson Co., N. Y.

KMA, Shenandoah, Ia.

P. F. Petersen Baking Co., Omaha (Peter Pan bread), 5 *sp* weekly, 52 weeks, thru Earl Allen Co., Omaha.

Sargent & Co., Des Moines (feed), 3 *sa* weekly, thru Fairall & Co., Des Moines.

H. Sakanovsky & Son, Chicago (Mary Ann Silks), 6 *sa* weekly, thru Selviair Bestg. System, Chicago.

WNEW, New York

Barney's Clothes, New York, weekly *sp*, 13 weeks, thru Alvin Austin Co., N. Y.

Manhattan Soap Co., New York (Sweetheart Soap), 7 *sa* weekly, 4 weeks, thru Franklin Bruck Adv. Agency, N. Y.

WHEC, Rochester

Tidewater Associated Oil Co., San Francisco (Tydol oil), 12 *sp* weekly, 52 weeks, thru Lennen & Mitchell, N. Y.

KGB, San Digeo, Cal.

Wilshire Oil Co., Los Angeles (petroleum), weekly *sp*, thru Dan B. Miner Co., Los Angeles.

Horn on High

FOR THE third broadcast of the season by the NBC Symphony Orchestra, conducted by Arturo Toscanini, NBC purchased a unique trumpet especially adapted for Bach's Second Brandenburg Concerto, the first number on the Oct. 29 program. The trumpet plays one octave higher than the usual orchestral B flat trumpet and thus presents unusual technical problems. NBC First Trumpeter Bernard Baker played the instrument, which was presented to Maestro Toscanini by NBC after the broadcast.

KNX, Hollywood

Reliable Manufacturing Co., Los Angeles (gas heaters) 6 *sp* weekly, thru Charles Eckart Co., Los Angeles.

Southern California Building & Loan Assn., Los Angeles (finance) weekly *sp*, thru McCarty Co., Los Angeles.

Helms Bakeries, Los Angeles (chain bakery), 6 *sp* weekly, thru Martin Allen Adv. Co., Los Angeles.

Marney Food Co., Huntington Park, Cal., (Marco Dog Food) 6 *sp* weekly, thru Ivar F. Wallin Jr. & Staff, Los Angeles.

Thomas Leeming & Co., New York (Baume Bengue), 10 *sa* weekly, thru Wm. Esty & Co., N. Y.

KNX, Hollywood

Goodyear Tire & Rubber Co., Akron, O., (auto supplies), 6 *sp* weekly thru Arthur Kudner Inc., N. Y.

George A. Hormel & Co., Austin, Minn. (meat products), 6 *sp* weekly, thru BBDO, Minneapolis.

CKCL, Toronto, Ont.

General Motors of Canada (Cadillac), Oshawa, Ont., daily *sa*, thru MacLaren Adv. Co., Toronto.

Canadian Canners, Hamilton, Ont., daily *sa*, thru R. T. Kelley, Hamilton.

Mother Parkers Tea Co., Toronto, daily *sa*, thru A. J. Denne & Co., Toronto.

J. C. Eno (Canada) Ltd., Toronto, daily *sp*, thru Tandy Adv. Agency, Toronto.

Cluett Peabody & Co. of Canada, Kitchener, Ont., weekly *t*, thru Cockfield Brown & Co., Toronto.

Vick Chemical Co., Greensboro, N. C., daily *sa*, thru Morse International, N. Y.

CKNX, Wingham, Ont.

National Fertilizers, Ingersoll, Ont., 60 *sa*, thru Ardiel Adv. Agency, Oakville, Ont.

Longworth Milling Co. (Sun-Ray Feeds), West Toronto, Ont., 26 *sp*, thru E. W. Reynolds & Co., Toronto.

Royal Canadian Tobacco Co., Toronto (Glencastle Tobacco), 26 *sp*, thru Metropolitan Broadcasting Service.

Dr. M. W. Locke Ltd. (shoes), 12 *t*, announcements, thru local dealer.

Sparton of Canada Ltd., London, Ont. (radios), 21 *sp*, direct.

TRANSCRIPTIONS

HECTOR CHEVIGNY, Hollywood writer, has sold transcription rights of his novel, *Lost Empire*, to C. P. MacGregor, Hollywood recording concern, for library release.

STANDARD RADIO announces the following stations have subscribed to its Standard Program Library Service: KFEL, Denver; WBNO, New Orleans; WBBZ, Ponca City, Okla.

ALGVEREEN RADIO OMCEP, Amsterdam, Holland, has bought the radio version of *Charlie Chan* in script form, from Irving Fogel Productions, Hollywood, thru Herbert Rosen, Paris radio broker. Fogel Productions also has acquired from Associated Cinema Studios, Hollywood, foreign sales rights to *Lady of Millions*.

ALLIED PHONOGRAPH & Record Mfg. Co., Hollywood, has remodeled its building at 1041 N. Las Palmas Ave. Additions include two new studios, a research laboratory, new executive offices, and a demonstration room for the new Port-Elec playback machine the firm is now making.

MERTENS & PRICE, Los Angeles program firm, has moved to 3923 W. 6th St.

NORTHERN BROADCASTING Co. has acquired NBC Thesaurus transcriptions for its three stations—CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins, Ont.

RADIO programs division of Walter Biddick Co., Los Angeles, has issued a 35-page transcription catalogue with one page devoted to each program, which includes 5, 15 and 30-minute features for United States and foreign release.

1938 cash income of

KENTUCKY FARMERS

for tobacco and other crops will total over

$159,738,000

Sell this market via

WHAS

LOUISVILLE, KY.

50,000 Watts—820 Kilocycles

CBS Basic Station

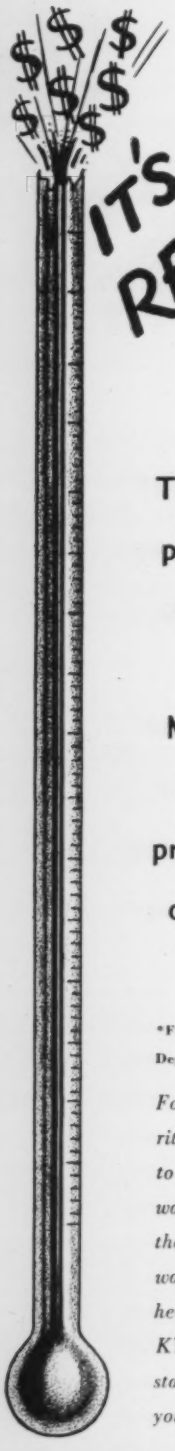
Edward Petry & Co.

National Representatives

Join the 46 national and 175 local advertisers who use CHML —*the best listened to station in Hamilton, Ontario*—the rich Canadian industrial centre where people have money to BUY *your* products if given good reasons WHY over . . . . .

HAMILTON **CHML** ONTARIO

Canada's Richest Market



IT'S A RECORD!

★

The highest per capita* spending in Minnesota is in the primary area of KYSM.

★

*From report by U. S. Dept. of Commerce.

Folks in KYSM territory have the money to buy the things they want when they want them. And they do want the things they hear talked about on KYSM—it's their own station. It will pay you to investigate!

KYSM

MANKATO

MINNESOTA

BOB KAUFMAN, *Manager*

Radio Advertisers

CARY MAPLE SUGAR Co., St. Johnsbury, Vt. (Highland Maple Syrup), which recently appointed Scholtz Adv. Service, Los Angeles, to direct its West Coast advertising, in a test campaign is using six weekly participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Contract is for four weeks, having started Oct. 24.

MANHATTAN SOAP SALES Corp., New York (Sweetheart Soap), in a four-week campaign started Oct. 12 for its "one cent" sale, is using an average of from one to three time signals and spot announcements daily on 6 Southern California stations, KFSD, KHJ, KNX, KFI, KFOX, KGFJ. In addition the firm is using six-weekly participation in the combined *Sunrise Salute* and *Housewives' Protective League* programs on KNX, Hollywood. Milton Weinberg Adv. Co., Los Angeles, has the account.

GOLDEN STATE Co., Los Angeles (dairy products), thru Lou Landfield, that city, is sponsoring the five-weekly quarter-hour *Ann Cook's Club* on KFAC. Contract is for 13 weeks, having started Oct. 17. Firm is nationally represented by N. W. Ayer & Son, San Francisco.

JONES GRAIN MILLS, Los Angeles (Holiday Fruit Cake), annual users of radio, on a scattered schedule, started Oct. 17 using five minute commercials on 8 Southern California stations, KFI, KMTR, KRKD, KDB, KGB, KTMS, KFXM, KERN. Contract is for 13 weeks, with placement thru Lisle Sheldon Adv., Los Angeles.

Mr. Advertiser:

WBRE is not just a plug plodding along.

WBRE IS A SPARK PLUG.

If WBRE is not on your station list, then you are not hitting on all six in Wyoming Valley with its half million people within ten miles of us.

WBRE

NBC Red and Blue

WILKES-BARRE, PA.

WILKES-BARRE *in the heart of the Anthracite* PENNSYLVANIA

WILLIAM JAY BARKER, New York (Hirsutus hair tonic), subsidiary of Progressive Drug Co., New York, on Nov. 14, starts a quarter-hour musical program on WICC, Bridgeport, to be heard thrice-weekly at first with plans for two half-hours weekly later. The program, *Yale Variety Show*, will feature musically inclined students of Yale University. Agency is Grant & Wadsworth & Casmir, New York.

H. D. LEE Mercantile Co., of Salina and Kansas City, observed its 800th consecutive broadcast on WIBW, Topeka, recently with E. H. Curtis, the *Lee Noon News* reporter, flashing news stories from UP and the *Topeka Daily Capital*. The company added radio advertising on WIBW as a new marketing medium in April, 1936.

MERCHANDISE NATIONAL BANK, Chicago, has started a half-hour Sunday afternoon show on WMAQ, that city, titled *Give Me a Job* and featuring Lynn Brandt in an interview series with local unemployed. Schwimmer & Scott, Chicago, recently received the account.

MARNEY FOOD Co., Huntington Park, Cal., (Marco Dog Food), a consistent user of radio, on Oct. 31 started for 13 weeks, six-weekly participation in the *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Firm also sponsors the weekly half-hour *Bob Baker's Brain Teaser* on that station and participates twice weekly in *Art Baker's Note Book* on KFI. Los Angeles. Agency is Ivar F. Wallin Jr. & Staff, Los Angeles.

RELIABLE MFG. Co., Los Angeles (Hart Radiant Gas Heaters), which recently appointed Charles Eckart Co., that city, to direct its national advertising, in a two-week test campaign ended Oct. 29 used daily participation in the combined *Sunrise Salute* and *Housewives Protective League* on KNX, Hollywood. This was the firm's first radio. A more extensive schedule is being planned.

FAULTLESS STARCH Co., Kansas City, has started sponsorship five afternoons a week of *A Woman Looks at the News* on WSM, Nashville. Agency is Ferry-Hanly Co., Kansas City.

LYON VAN & STORAGE Co., (Washington Division) Seattle, has signed a six-month contract with KOMO, Seattle, for the release of the drama *Moving Stories of Life*. Charles H. Mayne, Los Angeles, has the account.

KORN BAKERY Co., Eugene, Ore., (bread & cake), in a five-day campaign, on Oct. 15 started using five-daily one-minute transcribed dramatized commercials on KORE, that city and KFJI, Klamath Falls, Ore.

McCORMICK SALES Co., Baltimore (tea, spices) has concluded a spot campaign in Cincinnati, in which WKRC and WCKY have been used, and currently is conducting tests in Central New York. Last year a 20-week show was staged. A newspaper test is under way this autumn. Van Sant, Dugdale & Co., Baltimore, is agency.

T. R. WEBER, for many years a member of the advertising staff of Purity Bakeries Corp., Chicago, has been named advertising manager of the company.

DESMOND'S, Los Angeles department store, an occasional user of radio time, on Oct. 14 started a twice-weekly quarter-hour *High School Rally*, with Mike Frankovitch, sports commentator, on KECA, that city. Contract is for nine weeks and program is devoted to high school football games. Mayers Co., Los Angeles, has the account.

HELM BAKERIES, Los Angeles, Southern California bakery chain, on Oct. 17 started for 13 weeks, six-weekly participation in the combined *Sunrise Salute* and *Housewives Protective League* on KNX, Hollywood. Firm also sponsors a weekly quarter-hour sports calendar on KECA, Los Angeles. Agency is Martin Allen Adv., Los Angeles.

SOUTHERN CALIFORNIA GAS Co., and Southern Counties Gas Co., Los Angeles (gas and ranges), are using from one to three daily spot, time signal and transcribed announcements on five Los Angeles county stations in a six-weeks campaign which started Oct. 10. Stations are KFI KHJ KNX KFWB KGFJ. Agency is McCann-Erickson Inc., Los Angeles.

ERIE CLOTHING Co., Chicago, on Oct. 17 started sponsorship of prize fights direct from the local Marigold Gardens on WIND, Gary, with Russ Hodges as sportscaster. Contract runs 52 weeks; Mondays, 10-11 p. m. A. S. Gourfain Jr. handled the account for Albert Kircher Co., Chicago agency in charge.

WASHINGTON Cooperative Egg & Poultry Assn., Seattle, recently signed a 13-week contract with KIRO, Seattle, for the release of three spot announcements weekly.

RAPINWAX Co., St. Paul (waxed paper), has started thrice-weekly participations on WLS, Chicago, and KSTP, St. Paul. Mitchell-Faust Adv. Co., Chicago, handles the account.

CHIPPEWA SHOE MFG. Co., Chippewa Falls, Wis., placing direct, is understood to be planning use of radio, along with other media.

"If you think they're busy, you should see CKAC . . . Canada's Busiest Station!"

BLACKETT - SAMPLE - HUMMERT, New York and Chicago, effective Jan. 2, 1939, will add six West Coast stations to the NBC-Red network schedule now being used by three of the agency's accounts for NBC daytime shows. Stations to be added are: KDYL KPO KGW KFI KOMO and KHQ. Shows to increase their networks are: Affiliated Products, Jersey City (Louis Philippe cosmetics), *John's Other Wife*, Mon. thru Fri., 10:15-10:30 a. m.; American Home Products, Jersey City (Anacin—Kolynos), *Just Plain Bill*, Mon. thru Fri., 10:30-10:45 a. m.; and A. S. Boyle Co., Cincinnati (floor cleaners), and Bi-so-dol, New Haven, *Mrs. Wiggs of the Cabbage Patch*, Mon. thru Fri., 10-10:15 a. m.

BURT'S Inc., Cleveland jewelry house, is sponsoring a two-hour musical program on WCLE, Cleveland, Saturday afternoons for listeners preferring music to football games. In addition to the Saturday program, heard 2-4 p. m., the firm also sponsors an hour recorded show Monday through Friday, 7-8 a. m., and a two-hour community sing and amateur show Sundays, 3-5 p. m.

P. LORILLARD Co., New York, on Oct. 30 returned to WOV, New York, with a new variety show, *Old Gold Tango Cabaret*, Sundays, 12-12:30 p. m., placed by Lennen & Mitchell.

PATON Corp., New York, is sponsoring *The Rinaldi Family* for 52 weeks on WOV, New York, for Yuban Coffee. The show, heard Monday through Friday, 10:45-11 a. m., is the initial radio campaign for Yuban in the Italian-American market on WOV. Arthur H. Ashley Agency, New York, handles the account.

LOOSE-WILES BISCUIT Co., St. Louis, on Oct. 24 started *Sunshine News Reporters*, a five weekly quarter-hour news program, on KMOX, St. Louis. It was placed direct.

ALBERT MILLER Co., Chicago (potato distributor), has started six-weekly participations on WMT, Waterloo, and KOIL, Omaha, with six quarter-hour discs weekly on WCC, Davenport. Mitchell-Faust Adv. Co., Chicago, is agency.

G. TAMBLYN Ltd., Toronto (chain druggist), has renewed for ten weeks the *Kriss Kross Klues* quiz feature to run five nights weekly over CKCL, Toronto. Associated Broadcasting Co., Toronto, handled the account.

ROBERTS SALES Co., Los Angeles, manufacturer of burglar alarms, using radio for the first time and placing direct, on Oct. 23 started for 13 weeks *Salute to the Law*, on KECA, that city, the 15-year-old program's first sponsor.

GULF BREWING Co., Houston, Tex. (Grand Prize beer), has started thrice weekly quarter-hour sports review programs on KTRH KPRC KXYZ. Series will be expanded during winter and next spring, according to Ruthrauff & Ryan, Chicago agency.

ETERNA WATCH Co., New York (Swiss watches), on Oct. 29 started a thrice weekly quarter-hour news commentating series on WGN, Chicago, featuring Capt. Donald Herne. Schwimmer & Scott, Chicago, recently received the account.

SCHWAYDER Bros., Denver (Sampson card tables), has started a quarter-hour bridge game show five-weekly on KFEL, that city. This is the client's first use of radio, according to Ruthrauff & Ryan, Chicago agency handling the account.

UTILITIES Engineering Institute, Chicago, on Nov. 1 added KTHS and WOWO to the 15 stations carrying the *Opportunity Program* discs [BROADCASTING, Sept. 15]. Thrice-weekly five-minute discs are used on WOWO, weekly quarter-hour disc on KTHS. The list will be expanded during the winter to about 40 stations, according to First United Broadcasters, Chicago agency in charge.

DRINK MORE MILK
Conn. Dealers Advise in a Cooperative Drive

FOLLOWING the technique of coffee and bread merchandisers, the Greater Hartford, Manchester and New Britain (Conn.) Associated Dealers in Bottled Milk are sponsoring on WTIC, Hartford, a thrice-weekly program urging listeners to "Drink More Milk for Beauty and Health". The commercial comments boost no particular dealer's milk over another's, but are designed to get Connecticut people more interested in bottled milk in general.

Milk education is carried through straight announcements, dialogue and even in the comedy patter among the four participants on the WTIC program. Listeners are reminded constantly of milk's health values, to children and adults alike; its beauty and diet value, economy and cooking. The program features music and comedy by Harold Kolb, staff organist; Harry Crimi, French-Canadian dialectician; Fred Wade, chief announcer, and Bruce Kern, announcer.

As part of the feature, $100 in prizes were awarded the 18 writers of the best letters on "Why every member of the family should use bottled milk every day—at least a pint for the adult, a quart for the child". Agency handling the campaign is Wilson & Haight, Hartford.

SWIFT CANADIAN Co., Toronto (packers), starts a live show in Toronto about Nov. 15, which will be transcribed and fed to a number of stations across Canada. J. Walter Thompson Co., Toronto, has the account.

GENERAL MOTORS OF CANADA has started a coast-to-coast series of spot announcements with dealer tieup to announce the new Pontiac models. A similar spot announcement campaign for Cadillac models is starting on CFRB, Toronto, and CKCL, Toronto. MacLaren Adv. Co., Toronto, placed the account.

F. D. LETHBRIDGE & Co., Toronto (Blue Dew washing compound), was to start about Nov. 1 a spot announcement series over practically all Ontario stations. Ellis Adv. Co., Toronto, handled the account.

LAMONT, CORLISS & Co., New York (Danya), on Nov. 2 will sponsor a quarter-hour of the *Woman's Magazine of the Air*, on the NBC-Red network on the Pacific Coast. Account placed by J. Walter Thompson Co., New York.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

PRACTICING what they preach, "Drink More Milk for Beauty and Health", on their regular twice-weekly program for the Greater Hartford, Manchester and New Britain Associated Dealers in Bottled Milk, carried by WTIC, Hartford, are (l to r) Harold Kolb, staff organist; Harry Crimi, French-Canadian dialectician; Fred Wade, chief announcer, and Bruce Kern, announcer.

GEO. WESTON Ltd., Toronto (baker), has started a 13-week Sunday transcription show, *Smiling Ed McConnell*, on CFRB, Toronto, which will be extended later this year to cover Eastern Canada. Richardson, MacDonald Adv. Service, Toronto, placed the account.

RALPH'S GROCERY Co., Los Angeles (chain), is again sponsoring professional football from Gilmore Stadium on KEHE, Los Angeles.

CHIPSTEAKS Co. of California, Los Angeles (meat products), newly organized, has appointed Glasser Adv. Agency, that city, to direct its national advertising and in a test campaign is using five-weekly quarter-hour news programs on KFVD, Los Angeles, and two daily spot announcements on KIEV, Glendale, Cal.

WBIG,
Where Business Is Good
IN GREENSBORO, N.C.

AUGUST 1938 . . . in WBIG's area . . . shows an increase over August 1937, in retail clothing of 10%; ladies ready to wear, 10%; department store, definite increase; retail drug, 5%; furniture, best in five years; automobile, best in six months; tobacco, corn and other crops, best in forty years; radio advertising up 35%.

Again we say . . . .

"WBIG, WHERE BUSINESS IS GOOD"

A Columbia Station!

Geo. P. Hollingbery Company
Natl. Reps.

Write
Edney Ridge
Director
for
"COLD FACTS"

THIS MEANS SOMETHING TO YOU
MR. ADVERTISER

KWKH ranks THIRD in total radio families in its primary and secondary evening listening areas among the twenty Columbia stations serving the South. KWKH's audience is surpassed only by those of the Columbia stations in Charlotte and Dallas. When you buy Southern radio time you can't afford to ignore the rich Shreveport area.

In the Center of the World's Greatest Oil and Gas Area
KWKH 10,000 WATTS CBS
KTBS 1,000 WATTS NBC
SHREVEPORT • LA •

CLARK

for

QUALITY

in

ELECTRICAL TRANSCRIPTION PROCESSING!

Quality recordings require *quality* processing. That's why leading transcription manufacturers and radio stations specify CLARK pressings.

For 20 years CLARK has been the standard in electrical transcription and phonograph record processing. Both wax and acetate "masters" get careful skillful supervision. They come out right when CLARK does them.

For *quality* processing—say CLARK.

Clark PHONOGRAPH RECORD CO.

NEWARK · N · J ·

216 HIGH ST.

HUmboldt 2-0880

Agencies

LEONARD BUSH, vice-president, and John Taylor, program director of Compton Adv. Inc., New York, visited Chicago in late October to discuss their shows with NBC officials. Agency has three programs in NBC Chicago studios: *Story of Mary Marlin, Vic & Sade* and *Guiding Light*.

CARL LAWSON, of Potts Turnbull Adv. Co., Kansas City, spoke on radio advertising at a sales meeting of Gooch Milling Co., Lincoln, Neb., on Oct. 8. Radio men attending included Lyle DeMoss, WOW, Omaha; Randy Ryan and George Kister, KMMJ, Clay Center; Ken Marsh and Gene Shipley, KMA, Shenandoah.

VAL REPIN, of J. Walter Thompson Co., Chicago, is the father of a girl born Oct. 22.

DON FRANCISCO, new president of Lord & Thomas, New York, on Oct. 27, was honored at a luncheon given by the Advertising Club of New York. WMCA, New York, broadcast the proceedings.

FELIX B. DYCK HOFF, formerly with Compton Adv., New York, and more recently with American Tobacco Co., New York, has rejoined the Compton agency to do special work on several accounts.

JOHN RIORDAN, formerly account executive of McCarty Co., Los Angeles, and E. C. Armstrong, Boston merchandising executive, have formed their own agency at 816 W. 5th Street, that city, under the firm name of Armstrong & Riordan. Radio department is headed by Mr. Riordan.

K. K. HANSEN and Ned E. Williams, on Nov. 1 are opening the Hansen-Williams Adv. Agency, RKO Bldg., New York, to operate in the general advertising field. Mr. Hansen, formerly with Russell C. Comer Adv., New York, as general manager, is in charge of radio and continues to handle the Rockwell-O'Keefe, New York, and Casa Loma band accounts. Mr. Williams, for the present, is not completely resigning from his former position with Mills Artists, New York.

HAROLD MARQUIS, formerly of Occidental Publishing Co., Los Angeles, has joined West & Associates, Glendale, Cal. agency, as account executive.

RANDALL Co., Hartford, has opened a New York office at 6 East 45th St., headed by Robert Dorfman, vice-president, who is also in charge of radio.

Exposition Agency

A GENERAL service agency to assist participants in the Golden Gate International Exposition, Exposition Enterprises Inc., was recently established in San Francisco at 200 Bush St. Robert W. Robb, formerly assistant director of publicity and promotion of the fair, is the manager of the new enterprise. The directors include: Carl Eastman, N. W. Ayer & Son; Garnet J. Weigel, Knight-Counihan Co., vice-president; Nathan Danziger, past president of the San Francisco Advertising Club; Robert Davis, Sterling Engraving Co.; Austin Shean, Knight-Counihan Co.; Thomas Coakley, attorney, and Frank Martinelli, proprietor of the Bal Tabarin cafe.

LARRY SHENFIELD, president of Pedlar & Ryan, New York, and Greg Williamson, radio director, were in Chicago Oct. 21 to discuss the NBC *Road of Life* program with William Ramsey of Procter & Gamble Co., and NBC officials. The show recently moved to Chicago from New York.

GLENDA SHIELDS has joined Hugo Scheibner Inc., Los Angeles, as copy writer. She was formerly with a San Antonio, Tex., agency.

JACKSON L. SEDWICK, for the last two and a half years with Brooke, Smith & French, Detroit, where he handled the Hudson Motor Car Co. account, has joined the copy staff of Gardner Adv. Co., St. Louis. Mr. Sedwick formerly was advertising manager of the Delco Frigidaire Conditioning Corp., General Motors unit in Dayton.

RAY M. ROGERS recently was named space buyer of Bowman, Deute, Cummings, San Francisco.

CHET CRANK Inc., Los Angeles agency, has moved to 1942 S. Main St.

T. L. BATES, Benton & Bowles, New York vice-president and executive on the Continental Baking Co. account, was in Hollywood during mid-October for start of the CBS *Jack Haley* show, sponsored by the latter concern. Accompanying him was Cedric Seaman, Continental advertising manager.

PETE BARNUM, Ruthrauff & Ryan, New York executive, was in Hollywood during October to confer with Tiny Ruffner, west coast manager of the agency, on Lever Bros. radio programs.

E. J. BANNVART has been named vice-president in charge of new business of Biow Co., New York. For two years, Mr. Bannvart was account executive on the Procter & Gamble and Swift & Co. accounts for Blackett-Sample-Hummert, Chicago, and previous to this was vice-president of Cecil, Warwick & Legler for 13 years.

MERCURY Adv. Co., with offices at 325 W. 37th St., New York, has recently been formed by Eli Cantor, formerly with *PM Magazine*, New York, and Jules Francis Segal, formerly with Central Adv. Service, New York. The new agency will specialize in direct mail and radio.

NORMAN MORRELL, former assistant production manager at NBC, has rejoined the radio production department of Lord & Thomas, New York.

ALVIN GARDNER, president of Gardner-Rothschild Adv. Agency, New York, has announced that with the dissolution of the firm Oct. 15, he will continue the agency as the Alvin L. Gardner Co. at the same address, 527 Fifth Ave., New York.

NED DOBSON, who formerly operated his own Hollywood talent agency, has joined the radio department of William Morris Agency, that city.

L. B. SIZER, who left N. W. Ayer & Son, New York, to become associated with Marshall Field & Co., Chicago, has rejoined N. W. Ayer as a member of the program division of the agency's New York radio department.

ROBERT LUSK, vice-president of Benton & Bowles, New York, and executive on the General Foods Corp. account for Huskies and Post Toasties, is in Hollywood to confer with William Baker, west coast manager.

RAY BUFFUM, continuity writer of Ruthrauff & Ryan, Hollywood, is recovering from pneumonia.

NELLIE WALSH Adv. Service, Los Angeles, has moved to 617 South Olive St.

General Foods Names

CHARLES G. MORTIMER Jr., vice-president of General Foods Sales Co., New York, has been appointed advertising manager of General Foods Corp. Ralph Starr Butler continues as vice-president and also becomes promotional sales manager, with general supervision over both merchandising and advertising. Announcement has also been made of the election of William M. Robbins, sales manager in charge of the field sales force, to vice-president of the sales company. Mrs. E. B. Myers, associate advertising manager, becomes merchandising manager for Calumet Baking powder, Sanka and Kaffee Hag coffees, Log Cabin Syrup, Certo, and Sure-Jell.

THOUSANDS!

Started more than a thousand days ago, the WHN ORIGINAL AMATEUR HOUR still gets thousands of telephone calls, thousands of listeners every Friday night. Almost a thousand facts, figures, statistics to show you why it will sell your product! Write WHN now.

WHN
DIAL 1010
NATIONAL SALES REPRESENTATIVES: EDWARD PETRY & CO., INC.

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
●
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

J. Walter Thompson Co. To Occupy New Site in Hollywood About Jan. 1

OCCUPANCY of its new building at 1549 North Vine St. in Hollywood will be made about Jan. 1 by both the Los Angeles and Hollywood units of J. Walter Thompson Co., according to announcements by Arthur Farlow, Pacific Coast manager of the agency, headquartered in San Francisco. The agency has taken a long-term lease on the structure, across the street from the new NBC studios and two blocks from CBS. The building is being remodeled at a cost of $250,000 and will be ultra-modern in design with air conditioning and indirect lighting. A private audition studio and other innovations are included.

Mr. Danker

J. Walter Thompson Co. will occupy the entire top floor of the two-story structure. By combining the two offices, all operation of the firm in Southern California will be unified under the direction of Danny Danker, vice-president in charge of the Hollywood unit. The Hollywood office, now located at 6331 Hollywood Blvd., at present handles radio exclusively, while the Los Angeles division is engaged in general agency practice.

John U. Reber, J. Walter Thompson Co. New York vice-president in charge of radio arrived in Hollywood on Sept. 28 for two weeks of conferences with Mr. Danker, including discussion of the proposed new half hour NBC-Red network program scheduled to start Jan. 15 under sponsorship of Kellogg Co.

WMCA Chicago Office

JOHN MacKENZIE WARD and G. B. McDermott have been appointed account executives in charge of the Chicago office of WMCA, which was opened Oct. 24 at 360 N. Michigan Ave. Mr. Ward had been on the sales staff of Transamerican Broadcasting & Television Corp. since that company's inception, and was formerly with the advertising department of the *Chicago Tribune*. McDermott was formerly manager of NBC's Chicago stations, WMAQ and WENR, and also directed NBC's national spot department. Previously he had been with World Broadcasting System.

Reps

KFWB, Los Angeles, has appointed Paul H. Raymer Co., Chicago, as national representative, replacing Transamerican, effective Nov. 1, according to Harry Maizlish, KFWB manager.

H. LEACH LANEY, formerly with Cosmopolitan Magazine and McGraw-Hill Publishing Co., has joined John Blair & Co., New York.

DAWSON RICHARDSON resigned as president of All-Canada Radio Facilities, effective Oct. 15, and a new president will be elected at the annual meeting to be held in November at Calgary.

ADAM J. YOUNG Jr., for several years with NBC's research and sales promotion department and recently radio director of H. M. Kiesewetter Adv. Agency, New York, has joined the New York sales staff of Joseph Hershey McGillvra and will be in charge of the organization's market and research material for its stations in addition to sales work.

GEORGE HOLLINGBERY Co., Chicago, has been named representative for WJBO, Baton Rouge, La.

DON DONAHUE, formerly radio director of J. J. Devine, New York, has joined the New York staff of George Hollingbery Co.

R. C. WOOD, formerly of WOR, Newark, has been named to the sales staff of the WOR-Chicago office effective Nov. 7.

WADC, Akron, has signed with George P. Hollingbery Co., Chicago, for exclusive national representation.

KATZ AGENCY, station representatives, will take over representation of WNAX, Yankton, S. D., with acquisition of that station by the South Dakota Broadcasting Co. Gardner Cowles, Jr. is president of the Iowa Broadcasting Co., operating KSO, KRNT and WMT, and also president of the new corporation owning WNAX. The Katz Agency represents IBC.

CHARLES R. DEVINE, formerly of the *Salisbury* (Md.) *Times* and Compton Adv. Inc., and G. Byron Smith II, formerly with R. H. Macy & Co., have joined the New York sales staff of J. J. Devine & Associates.

Time Renews

TIME Inc., New York, on Oct. 28, renewed its contract with NBC for the continuance of *The March of Time* through Dec. 2, on 41 NBC-Blue stations, Fri., 9:30-10 p. m. The Nov. 4 broadcast will be cancelled to allow for the nationwide broadcast of a speech by President Franklin D. Roosevelt. BBDO, New York, is the agency.

AGENCY APPOINTMENTS

OLD TRUSTY DOG FOOD Co., Pacific Coast division, Emeryville, Calif.; American Forge Co., Berkeley and Judson-Pacific Co., San Francisco, to D'Evelyn & Wadsworth, San Francisco.

A. GOODMAN & SONS, New York (macaroni products), to Al Paul Lefton Co., New York.

KELLOGG Co., Canadian branch, has appointed, starting Jan. 1, 1939, J. Walter Thompson Co., Toronto, as its advertising agents for some of its cereal products.

MARSHALL FIELD & Co., Chicago (department store), to Charles Daniel Frey Co., that city. Continuing daily *Musical Clock* series with possible additional radio planned for late winter.

QUICK MEAL CEREAL Co., Minneapolis (Perko), to First United Broadcasters, Chicago. Radio will be used exclusively in a fall campaign now being planned.

TORVIC Laboratories, New York (electric vitalizer and Torvic tablets), radio and newspaper advertising, to Morgan Reichner & Co., New York.

CUMMER PRODUCTS Co., Bedford, O. (Kling dental powder), to Lang, Fisher & Kirk, Cleveland.

MARSHALL FIELD & Co., Chicago (department store), to Charles Daniel Frey Co., Chicago.

TASTYEAST Inc., Trenton, N. J., to Peck Adv. Agency, New York.

STEELE-WEDELES, Chicago (Savoy food packers), to Erwin, Wasey & Co., Chicago.

SENN PRODUCTS Corp., Brooklyn (Acme jams and jellies), to W. I. Tracy, N. Y.

HICKOK MFG. Co., Rochester (belts, suspenders, men's jewelry), to Lawrence C. Gumbinner Adv. Agency, N. Y.

CRAZY WATER Co., Mineral Wells, Tex., to Rogers & Smith, Dallas.

MARSHALL FIELD & Co., Chicago, to Charles Daniel Frey Co., Chicago.

DRACKETT PRODUCTS Co., Cincinnati (Drano-Windex cleaners), to BBDO, New York.

WBNS WBNS WBNS WBNS WBNS

ANY WAY YOU LOOK AT IT, IN CENTRAL OHIO, IT'S

WBNS

COLUMBUS

5000 WATTS, DAY

DO YOU KNOW?

— THAT PURE WATER IS INJURIOUS TO HEALTH?

— THAT NORTH CAROLINA RANKS THIRD IN THE NATION, FOR HYDRO-ELECTRIC CAPACITY — NINTH FOR TOTAL CAPACITY?

WPTF RALEIGH, N.C.

5,000 WATTS—CLEAR CHANNEL

FREE & PETERS, INC., NAT'L REPRESENTATIVES

WBAL

means business in Baltimore

Crossing the Bars

FAN MAIL coming to Nelson Olmstead, who journeys to the Texas State Penitentiary at Huntsville each week to announce *Thirty Minutes Behind the Walls* for WBAP, Fort Worth, recently included this from a former schoolmate: "I heard your program from the Huntsville prison last Wednesday night for the first time. I was never so shocked in all my life. I remember how you were in school, and I just couldn't imagine what you were doing in a place like that. How long have you been there and when did you get in trouble? I'm enclosing some stamps, and if you need anything else, be sure and tell me."

"HELLO, MR. HANK HUDSON"
(H. W. Kastor & Sons)

Did You say MARKET?

Yep, Vermont's O. K. Got 359,000 population. BUT . . . did you know that WMBD alone covers the "PEORIAREA" that has 605,000 population? And Peoriarea includes the second richest county in the U. S. in value of Cereal Crops!

Free & Peters, Inc., Nat. Reps.

WMBD PEORIA

MEMBER CBS NETWORK

Purely PROGRAMS

ACTUAL testing of the language used by the Jonesport youngsters in the *Seth Parker* Sunday night program is now being carried on by Phillips H. Lord, who invites boys and girls from New Jersey and Long Island high schools to act as "judges" at rehearsals of the program. As a result of informal chats with these "judges", Mr. Lord usually makes several changes in his script before the broadcast, thus maintaining the language of today's young people in each of the program situations. Program is sponsored by Vick Chemical Co., Greensboro, N. C., through Morse International, New York, and is produced by Phillips H. Lord Co., New York.

* * *

Bible for Children

POPULARIZATION of the Bible for children is the idea of a new program now being aired on KSTP, St. Paul. The show, *Jean & the Bible*, obtained a sponsor on its first submission. It confines itself to two characters, Jean, 12, and Dickie, 8, with the former interpreting the Bible in a child's language for her brother who admits he doesn't like Sunday school. The program has won the endorsement of the PTA, Sunday school groups and other civic organizations.

What Goes On

REVIEW of the work done by various Federal agencies in New York State is heard on a new twice weekly program on WHN, New York, designed to answer questions in the minds of people in New York concerning government operations which affect them. The broadcasts, known as *United States Government Reports*, are under the direction of H. Ferris White, state director of the National Emergency Council, who interviews guest speakers on each program.

* * *

Property and Bank

PRIZES, along with news announcements of educational, civic, fraternal and religious activities, are offered on *The Town Crier*, sponsored on WFBM, Indianapolis, by Railroadmen's Federal Savings & Loan Assn. *Town Crier* reads an advertisement of real estate for sale from a local newspaper, omitting the location of the property. Five prizes are awarded listeners supplying the location, which they can find in the paper.

* * *

Knowledge at Dawn

FIVE-MINUTE human interest and rural education spot, *R. F. D. Mail Box*, is a new feature of the *Top o' the Morning* program aired daily except Sundays, 6-6:45 a. m. (EST) on WLW, Cincinnati. Conducted by John F. Merrifield, WLW farm editor, the feature is scheduled for 6:25 a. m., and includes news and recommendations from agricultural colleges and the U. S. Dept. of Agriculture, along with excerpts from listeners' letters.

* * *

Just Folks

INSTEAD of hunting celebrities to interview, WDZ, Tuscola, Ill., recruits people from listener ranks and interviews them on the new Sunday series, *Have You Met?* Featured in the first broadcasts were a blind law student who plays Beethoven, a Greek restaurant owner, the first colored judge in Georgia, an auctioneer who collects walking canes, a puppeteer and a ghost hunter.

* * *

Delighted Music

LIBERTY MILLS, San Antonio (Heart's Delight flour), on Oct. 8 started a thrice weekly quarter-hour series on KTSA that city, featuring Jay Dennis and Wm. C. Bryan in a music title contest series. Listeners send in song titles with a flour receipt and Dennis writes words and music for the titles. Week's best song title is recorded and discs are mailed contest winners.

* * *

Interurban Duel

BROADCAST simultaneously on WMAL, Washington, and WFBR, Baltimore, *Quiz of Two Cities* brings together teams from each city in a quiz contest during which the same questions are put to both. The winning team scores the most correct answers, and listeners hear both teams' answers while competitors themselves cannot. The program is sponsored by Gunther Brewing Co., Baltimore.

Packed in a Packard

JIMMY VANDIVEER, Special Events Supervisor of KFI-KECA, Los Angeles, demonstrates how he presented his *Let's Take a Ride* programs for Earle C. Anthony, California Packard distributor and owner of these sister stations. The station's pack transmitter, W6XCI

was installed in a 1908 Packard and the car driven through downtown Los Angeles traffic. Then the passengers were shifted into a 1939 model, during the same quarter-hour, and asked to describe their experience. To the best description went a $5 bill. Program was aired on KFI and KECA daily for two weeks.

* * *

Information Ease

LIVESTOCK market reports, broadcast weekday afternoons direct from Denver's stockyards, are carried by KLZ, Denver, and KVOR, Colorado Springs as a new service to Rocky Mountain region farmers and stockmen. Along with market tips from the principal national markets, the program also includes information supplied by the Colorado State Agricultural College and the U. S. Department of Agriculture.

* * *

WHO Discing Vox Pop

PENN TOBACCO Co., Wilkes-Barre, Pa., is rebroadcasting its *Vox Pop* show via transcription on WHO, Des Moines. Since the *WHO-Iowa Barn Dance Frolic* has long-standing Saturday night priority from 8 to 10:15 p. m., WHO is unable to take *Vox Pop* on NBC-Red, 8-8:30 p. m. The show is transcribed by WHO engineers as it comes over the lines and rebroadcast the following evening, Sunday, 5:15-5:45 p. m.

* * *

Wakened by Wails

SADDEST and most melancholy tunes available, along with blue notes added here and there by the announcer, are featured on *Rise & Whine*, heard on KRIC, Beaumont, Tex., 6-6:30 a. m. daily. Husbands are told, typically, to "be sure not to like the wife's coffee"; wives, to "be sure to talk to hubby while he reads the morning paper".

4 New Chryslers
2 New Floor Men
1 Happy Dealer

. . . all because of one broadcast
on WFBL SYRACUSE

Says Jerry Rusterholtz of Rusterholtz & Rossell, Inc., Syracuse Chrysler dealers: "I got a greater return on this investment than on any comparable expenditure in many years."

It all happened this way: Rusterholtz & Rossell were holding a dealer-distributor breakfast to discuss the new 1939 Chrysler cars. And for 15 minutes, a WFBL news reporter interviewed the assemblage, broadcasting the questions and answers—all relating to the new Chryslers.

Result—an amazing rush of prospects to the salesrooms. Two extra floor men were required. Four new Chryslers were sold on the spot . . . and dozens of hot prospects were booked.

Of course, we've got to admit that Dealer Rusterholtz was offering a great automobile. But you've got to admit that the people of Syracuse must have been listening at their favorite spot to hear the news. And that spot is 1360—the place where WFBL comes in on the dial . . . and the place where MOST radios in Central New York are tuned RIGHT NOW and every day of the year.

Write for rates and time available to WFBL, Syracuse, N. Y., or to Free & Peters, Inc., National Representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

Results COUNT MOST

KGLO
Mason City, Iowa
C. B. S.

WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO

Religious Event

WITH Paul Williams, noted Catholic educator, giving a running commentary on the scene and translating Latin chants into English, WMBG, Richmond, on Oct. 9 broadcast the solemn pontifical mass from Sacred Heart Cathedral, Richmond, at which the Most Reverend Amleto Giovanni Cocognani, apostolic delegate to the United States, was present along with 22 bishops.

* * *

Winner Take Less

NEW SLANT on question-answer programs is *The People's Rally*, a Sunday afternoon MBS series featuring John B. Kennedy and Bob Hawk. Calling the humorous questions "Quixie-Doodles", Bob puts up $5 for every question used, $2 going to the contestant answering correctly, $3 to the writer of the question. Writer gets $5 if contestant fails. Series is sponsored by the Mennen Co., Newark.

* * *

Wisconsin Lore

DRAMATIZED tales of pioneer days in Milwaukee and Wisconsin, historically accurate, are carried on *Your Wisconsin*, 26-week series being sponsored on WTMJ, Milwaukee, by local Sears Roebuck retail stores. Actual names of early settlers are used, to increase educational value. The half-hour feature is written and announced by George Comte, of WTMJ.

* * *

Of, By, For the People

RECREATION of old town meetings at which all the citizens had their say is *People's Rally*, sponsored on MBS by Mennen Co., Newark [BROADCASTING, Oct. 1]. The show stars John B. Kennedy leading discussions on issues of the day, assisted by Bob Hawk, and listeners express personal opinions on questions by postcard voting. Tabulations of audience votes are announced on subsequent broadcasts, along with new questions.

* * *

Music at Dawn

WNYC, New York, pioneer station in the daily broadcast of recorded Symphonic music, recently inaugurated a new program, *Sunrise Symphony*, 7-8 a. m. Over nine years ago, WNYC started the *Masterwork Hour*, heard daily at 10 a. m. and again at 7 p. m. All three programs are devoted to the best classical music as recorded by distinguished artists and musical organizations.

* * *

Another Bard Cycle

WITH the help of Charles Warburton on NBC, CBC is presenting a series of Shakespeare's plays, featuring Mr. Warburton, Sir Cedric Hardwicke, Margaret Anglin, Walter Huston, Walter Hampden, Eva Le Gallienne, Raymond Massey, and Maurice Evans, supported by all-Canadian casts. The cycle is heard on intermittent Sundays through Dec. 18.

* * *

WHO's News

MATERIAL for five daily newscasts, sports summaries, weather reports and four specialized news casts is compiled by WHO, Des Moines, from UP and Transradio services, Western Union ticker service, leased telegraph lines and additional local coverage by the WHO news staff. Personnel of the WHO bureau includes H. R. Gross, Jack Shelley, Herb Plambeck, Bill Brown, Leonard Howe, Otto Weber and Lorana Ellsworth.

Indoor Focusing

THE machine-gun mike, previously used for parades and other outdoor events to pick up sound from a particular point, has been brought inside by WNYC, New York's municipal station, which uses it to pick up the voices of speakers at the City Council sessions, eliminating the buzz of conversation. WNYC broadcasts all council meetings as one method of developing an informed electorate.

Second Guessers

LISTENERS are given a chance to answer questions on cooking and household hints that selected contestants cannot crack on *Cookbook Quiz*, sponsored by National Grocery Co. on KOMO, Seattle. Heard Tuesdays and Thursdays, the show features four quiz participants, two announcers, and a referee. Listeners win a pound of coffee for correct answers.

* * *

Lessons in Spanish

WCFL, Chicago, has started a quarter-hour Sunday afternoon series of Spanish lessons in cooperation with the Berlitz School of Languages. Instructors slant the show to aid short wave listeners in understanding South and Central American broadcasts.

* * *

Dormitory Aspects

STUDENTS air their opinions on questions of the day on *Campus Forum*, carried by KGVO, Missoula, direct from the campus of Montana State University. The open forum discussions are presented under auspices of the Associated Students of the school.

* * *

Timely Rhyming

POEMS written by Gustavo Cecchini about human interest items appearing in newspapers are read against a background of symbolic music in a new program being sponsored on WOV, New York, by the Public Service Optical Co.

* * *

WTIC Aids Jobless

STARTING Nov. 13, WTIC, Hartford, will take an active part in Connecticut's unemployment drive with a regular Sunday night feature, *Let's Go to Work*. Only persons with some definite training will be presented.

Morning Items

MUSICAL background of *Rise 'n' Shine*, on KVOE, Santa Ana, Cal., sets off weather and temperature reports, a bulletin board of club and lodge news, flashes from local high schools and junior colleges, and interviews with college, high school, and city personalities. The program, heard 7-7:45 a. m., is conducted by Fred Briggs and Jack O'Mara.

* * *

Salt Lake Bee

NEW ANGLE on old spelling bee idea is advanced by KDYL, Salt Lake City, with *The Word Bee*. Broadcast from the stage of a local theatre, one announcer on the stage gives the words, and two in the aisles solicit spellers. Instead of plain recital of words to be spelled, the stage announcer gives a running story, certain words of which are earmarked for spelling.

Get Your Share In HAWAII'S

$142,186,243.47 Market*

With

KGMB - KHBC

HONOLULU HILO

*Retail Sales: Fiscal Year 1937-8

Representatives:

CONQUEST ALLIANCE CO., INC.
New York, 515 Madison Ave.
Chicago, 203 N. Wabash Ave.

JOHN BLAIR & COMPANY
San Francisco, Russ Building

TRANSCRIBED PROGRAMMES

are more numerous than ever at

CHNS

Halifax, Nova Scotia

If you have the Maritime Provinces of Canada on your schedule for this winter do not delay as very few spaces are available.

U.S.A. Representatives:
Jos. WEED & Co.
350 MADISON AVE., N.Y.C.

TUNE IN THE NORTHWEST TO YOUR ADVERTISING

Schedule It on

NBC BLUE NETWORK STATION

WTCN

Minneapolis—St. Paul

FIRST IN ENTERTAINMENT

FIRST IN SPORTS

FIRST IN NEWS

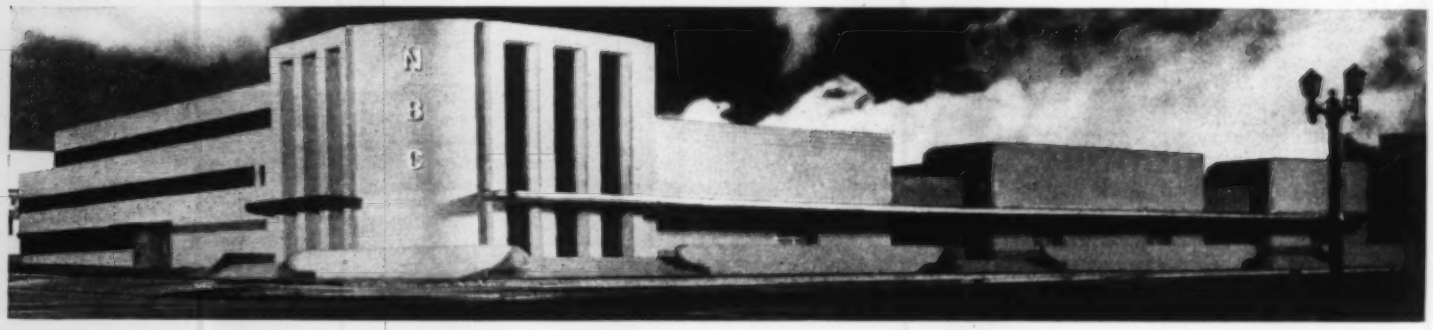
THE NORTHWEST'S MOST POPULAR RADIO STATION

Owned and Operated by the
ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TRIBUNE

FREE & PETERS—NATIONAL REPRESENTATIVES

Chicago Detroit San Francisco
New York Los Angeles Atlanta

NBC's MAGNIFICENT NEW HOLLWOOD RADIO CITY



Canada Complete

RADIO COLLEGE OF CANADA, Toronto, starts a 15-minute transcription show about Nov. 1, which will gradually be placed on practically all Canadian stations, according to R. C. Smith & Son, Toronto, recently appointed advertising agency for the school, which formerly placed its advertising through Norris-Patterson, Toronto.

BROADCASTING facilities are incorporated in the Earl Carroll Theatre-Restaurant, being erected in Hollywood. Acoustical treatment similar to radio studios has been drawn into plans. A master control and an 80-foot revolving stage are included. Carroll is negotiating with both NBC and CBS to use the 1000-seat auditorium for audience shows. The building, to open Dec. 25, is near NBC and CBS on Sunset Blvd.

THE OTHER 28% SAID "NIX"!

A WAVE local-talent feature recently won, hands down, an overwhelming 72% preference as Louisville's *favorite daytime program!* Nor was it mere happenstance, either! The program is one of *several* WAVE staff-prepared shows that are today building bigger audiences—yes, and bigger business, in Louisville—at minimum cost to their sponsors. . . . If you want to make the *best* of Louisville via radio, you'd best use WAVE! May we tell you ALL?

An N. B. C. Outlet

National Representatives
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Hollywood Radio City Ideal Plant

(Continued from Page 22)

perse all unnecessary sound, insuring perfect broadcasting conditions. Studio walls have been built with "V'd" surfaces—a series of flat triangles which scatter sound and eliminate what is technically known as "discreet reflections". Studio ceilings have also been built with "V'd" surfaces which serve ingeniously as valances for lights and air-conditioning outlets.

All parallel surfaces which remain flat for acoustical efficiency were treated with a heavy layer of rock wool hidden behind perforated composition panels,

The concrete floor of the main corridor from where artists enter the auditoriums is so delicately mounted on cork that should a truck rumble over it, the studio walls will not be jarred. The organ studio also floats on acoustical material which prevents transmission of vibration. To insure uniform acoustical quality whether a studio is empty or audience filled, all seats are covered with a special sound-absorbing fabric.

Varied color schemes distinguish the business and production offices ranged on the three floors of the executive building which are reached by three stairways and two elevators. Sound-absorbing acoustical plaster and carpet covered office floors deaden noise and spare employes nerves. A special paneled conference room is provided for studio executives near the second floor office of vice-president Don E. Gilman. There are also special audition rooms for clients.

Visible Control

Besides incorporating several architectural innovations, there are numerous other improvements within the studios, control rooms and executive building. The public may watch the "heart" of the studios—the master control—through a brilliantly lighted, sound-proofed shadowless double-glass invisible 20-foot window in the foyer. Master control, like all other engineering facilities of the plant, was especially designed for Hollywood Radio City by NBC engineers. Carried out in full view of the public, the intricate operations are explained by electric signs indicating the sections of the Red and Blue networks to which programs are being sent. Visitors are able to "see" the sound waves of programs being transmitted. Shamel Electric Co., Los Angeles, installed all RCA broadcasting equipment and sound wiring for the studios.

Final note will be a mural, 25 feet high and 40 feet wide. It will cover a curved wall of the main foyer's interior. The dominant painting, executed by Ed Trumbull, Connecticut artist, portrays the far-flung activities of radio. It is centered by a heroic genie, representing the Spirit of Radio. Around him dramatic scenes illustrate the wide functions of the science. The mural was damaged in the recent New England storm and installation has been delayed while repairs are being made.

Hollywood Radio City is air-conditioned throughout with more than 85,000 gallons of water utilized daily. H. C. Alber, who supervised installation of New York Radio City air-conditioning, has been made engineer in charge of that division in the west coast plant.

Programs going on the air from Hollywood Radio City are virtually foolproof against power failure such as that which threatened several broadcasts during the disastrous Southern California flood and storm of last winter. In addition to regular and emergency power lines from the power company plant, NBC engineers have installed an automatic gasoline-driven generator powerful enough for normal broadcasting operation. Should the regular power lines fail, one automatic switch instantly throws on the gasoline driven generator while another turns on the emergency power line, with only a split second loss of time. Should the emergency power line also fail, the gasoline generator is ready to take over the job.

Although there was no formal opening, it is expected that after the building is entirely completed NBC will hold open house for the trade, as great interest is being shown by Pacific Coast agency and radio executives in the many innovations incorporated. For the general public, NBC in late November will inaugurate a 40-cent tour of Hollywood Radio City.

Executive personnel in the new structure, besides Mr. Gilman include Lew Frost, assistant to the vice-president; Sydney Dixon, sales manager; John Swallow, program director; Marvin Young, assistant to Mr. Swallow; Walter Bunker, Hollywood production manager; Hal Bock, press relations manager; Alfred H. Saxton, division engineer; Donald De Wolf, engineer in charge of Hollywood studios; Walter Baker, in charge of building maintenance and general service; Frank Dellett, auditor; Paul Gale, traffic supervisor; Henry Maas, sales traffic manager; William Andrews, night manager. Dema Harshbarger is manager of the NBC Hollywood Artists Service.

In a "Salute to NBC", west coast executives of the network on Oct. 19 were guests of honor at a luncheon meeting sponsored by the Los Angeles Junior Chamber of Commerce and held in the Biltmore Hotel, that city. The luncheon, attended by executives of CBS and Don Lee Broadcasting System, as well as those from independent Los Angeles stations, was to compliment NBC on the opening of its new Hollywood Radio City.

SO MANY golfers associated with *Don Winslow of the Navy* on NBC for Kellogg Co. played golf at a Chicago course that the course name has been changed to the Don Winslow Golf & Country Club with club privileges at a reduced rate for members of the show.

We Salute . . .

NBC HOLLYWOOD RADIO CITY

Broadcasting Equipment Installed by

Shamel Electric Co. Inc.

1515 W. Jefferson Blvd. • Phone: Parkway 4146 • Los Angeles, Cal.

Welcome to our new neighbor, NBC

COLUMBIA SQUARE

KNX COLUMBIA PACIFIC NETWORK

COLUMBIA SQUARE • HOLLYWOOD

Hecker Tests on 5

HECKER PRODUCTS Corp., New York (Two-in-One shoe polish), on Oct. 24 started a test campaign of quarter-hour programs with transcribed announcements in five markets, Baltimore, Indianapolis, St. Louis, Dallas, and Houston, with isolated spots in San Antonio. BBDO, New York, agency handling the account, stated that WFBR, Baltimore, was carrying the campaign, but a list of the other stations was not available. No more stations or cities will be added for the time being. Associated Music Publishers is cooperating with Hecker Products by granting full use of its program library.

New Model

ASTATIC

MULTI-UNIT MICROPHONE

Here is an instrument of the highest type, beautiful in design, tops in performance and low in cost. Astatic's New Multi-Unit Microphone provides greatly reduced feedback tendencies. Cannot be acoustically overloaded. Self-locking tilting head, with all wires concealed and guaranteed against breakage. Black and chrome or all-chrome finishes. Connector interchangeable with all Astatic stand fittings. Furnished with 25-ft. cable. Made in two models.

LIST PRICES
MU-2 $29.50 :: MU-4 $39.50
(See your Astatic Jobber or Write for Literature.)

★★★ ASTATIC ★★★
Microphone Laboratory, Inc.
Youngstown, Ohio
Licensed Under Brush Development Co. Patents

Discretion Under Wage-Hour Statute

(Continued from page 11)

Act abrogates the section of labor union contracts providing for a 48-hour week.

In general the Act provides that employers engaged in interstate commerce pay their employes at least 25 cents an hour for a maximum work week of 44 hours, with time-and-one-half for overtime. It excepts "any employe employed in a bona fide executive, administrative, professional, or local retail capacity or in the capacity of outside salesman". It also bans child labor in general, but excepts "any child employed as an actor in motion pictures or theatrical productions".

Administrator Andrews, in an interpretive bulletin, recently made it clear that radio would be included under the Act's coverage and declared that "the benefits of the statute are extended to such employes as maintenance workers, watchmen, clerks, stenographers, (and) messengers."

No broadcaster paying his employes at least 25 cents an hour and with a work week of not more than 44 hours need concern himself with the wage-hour provisions, according to the NAB, since thus he is complying fully. In cases where employes work a 48-hour week, the NAB pointed out, the employer can comply by reducing the work week by four hours or by paying time-and-one-half for the last four hours in the work week. Western Union, in a recent agreement, cut down its employe's work week from 48 to 46⅔ hours, paying time-and-one-half for the hours above 44, and maintained its regular weekly wage.

Interpretive Bulletin No. 4 of the Administration said that it "is not a violation of the statute" if the employer reduces the hours of work to 44 without altering the hourly rate and "if an employer eliminates the excessive hours, he is under no statutory obligation to increase his total wage bill by increasing the hourly rate".

Overtime Payment

Administrator Andrews has warned, however, that employers might get into trouble by trying to comply with the word, if not the spirit, of the Act by cutting pay to make up for overtime, reducing the regular hourly rate to give employes the same weekly wage as before. Although he did not say that such a plan would be illegal, he pointed out in another interpretive bulletin that "it is not safe to assume that Sec. 18 (of the Act) is meaningless and that an employer who gets his employes to accept a reduction in rates on the strength of the maximum hour provision might find that a court would hold the original higher rate was the regular rate of pay." Section 18 says in part that "no provision of this Act shall justify any employer in reducing a wage paid by him which is in excess to the applicable minimum wage under this Act".

Mr. Andrews also has pointed out that "the Act does not provide for an eight-hour day, but limits hours on a basis of a normal work week, with provision for time-and-one-half overtime compensation." He added that hours lost in one week cannot be made up the next "without payment of the overtime rate for hours in excess of the 44 worked in the succeeding week".

The NAB has been informed from a "semi-official" source, it reports, that the child labor provisions of the Act "probably" will not cover children appearing on radio programs, according to regulations being drafted in the Labor Department. However, children under 16 years of age, employed in studios or offices as pages, messengers, etc., would be subject to the Act, as in other industries.

The NAB advised that broadcasters "probably are safe" in carrying on their usual children's programs, adding that it had learned no effort would be made to make the regulations retroactive.

Payroll records to show compliance with the Act, as described by the Wages & Hours Administration, should include the name, address and date of birth of employe; hours he worked each workday and workweek; regular hourly rate of pay; amount paid the employe at the regular rate; extra wages he receives for overtime; deductions from wages, including social security taxes; total wages paid, and date of payment.

Exemptions Defined

Regulations issued by the Administration Oct. 19 define "bona fide executives", "professionals" and "outside salesmen" as follows:

Section 541.1. Executive and Administrative: The term "employe employed in a bona fide executive and administrative . . . capacity" in Section 13(a)(1) of the Act shall mean any employe whose primary duty is the management of the establishment, or a customary recognized department thereof, in which he is employed, and who customarily and regularly directs the work of other employes therein, and who has the authority to hire and fire other employes, or whose suggestions and recommendations as to the hiring and firing and as to the advancement and promotion or any other change of status of other employees will be given particular weight, and who customarily and regularly exercises discretionary powers, and who does no substantial amount of work of the same nature as that performed by non-exempt employes of the employer, and who is compensated for his services at not less than $30 (exclusive of board, lodging or other facilities) for a workweek.

Section 541.2 Professional: The term "employe employed in a bona fide . . . professional . . . capacity" in Section 13(a)(1) of the Act shall mean any employe

(a) who is customarily and regularly engaged in work

(i) predominantly intellectual and varied in character as opposed to routine mental, manual, mechanical or physical work, and

(ii) requiring the consistent exercise of discretion and judgment both as to the manner and time of performance, as opposed to work subject to active direction and supervision, and

(iii) of such a character that the output produced or the result accomplished cannot be standardized in relation to a given period of time, and

(iv) based upon educational training in a specially organized body of knowledge as distinguished from a general academic education and from an apprenticeship and from training in the performance of routine mental, manual, mechanical or physical processes in accordance with a previously indicated or standardized formula, plan or procedure, and

(b) who does no substantial amount of work of the same nature as that performed by non-exempt employes of the employer.

Section 541.4 Outside Salesmen: The term "employe employed . . . in the capacity of outside salesman" in Section 13 (a)(1) of the Act shall mean any employe who customarily and regularly performs his work away from his employers' place or places of business, who is customarily and regularly engaged in making sales as defined in Section 3(k) of the Act and who does no substantial amount of work of the same nature as that performed by non-exempt employes of the employer. For the purposes of this definition, recurrent routine deliveries, whether or not prior orders are placed by the purchasers, and collections, shall not be considered sales.

Borderline Cases

According to the NAB interpretation of these regulations, various executive titles used in broadcasting stations do not, of themselves, qualify employes for exemption. It pointed out that a "chief engineer" who stands a regular watch, or a "chief of the production department" who took a regular turn as announcer would appear to be included under the Act, even if he met the other qualifications for exemption. Both the ACA and the IBEW in the past have classed all technicians except a chief engineer not standing a regular watch as nonprofessionals, the NAB add-

2 out of 3 IN METROPOLITAN NEW YORK ARE FOREIGN RESIDENTS . . . MORE PEOPLE THAN RESIDE IN CHICAGO AND PHILADELPHIA

Served Intimately By

WBNX NEW YORK
1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

ed, and the regulations appear to support this interpretation.

The NAB reports that it is receiving a large number of queries from members regarding borderline cases. It has sent each member a copy of the Act and issued several bulletins on the special committee's work and findings. Members of the committee, which met at NAB headquarters Oct. 14, include John V. L. Hogan, WQXR, New York; H. W. Batchhelder, WFBR, Baltimore; C. T. Lucy, WRVA, Richmond; William Dolph, WOL, Washington, and Joseph L. Miller, NAB, labor regulations director.

At the Networks

Salesmen, announcers, members of the press and special events departments, as well as stenographers, clerical employes, pages and porters fall under the provisions of the Act, according to the present interpretation by NBC's legal staff, which is of the opinion that although all employes receive more than the $11 weekly minimum, many of them at times may be called on to work more than 44 hours a week and under the Act's provisions will then be entitled to time-and-a-half for all overtime.

No problem is presented by the administrators and executives exempted by the Act, says NBC, but the definition of which employes are "professional" and exempt may cause difficulty.

NBC is studying these questions also: Are engineers professionals? And how about talent? And if talent comes under the terms of the Act as non-professional, then what about those speakers or performers who appear as guest artists without any pay?

Contracts now in force calling for overtime to be paid for in terms of time off later will have to be revised, as the Act definitely states that overtime must be paid for in cash, it was believed.

At CBS it was stated only that all of the network's employes are already paid more than the minimum standard wage, with no amplification regarding details of administering the Act's provisions.

* * *

Application of the Wage-Hour law to broadcasting is being closely watched by the American Guild of Radio Announcers & Producers, which will fight any attempts to classify announcers and engineers as professional workers and so exempt from the terms of the Act, BROADCASTING was told by Gerald Dickler, AGRAP attorney. Mr. Dickler also said the independent union is investigating contracts of artists' bureaus with announcers and will probably ask for revisions in the terms of such contracts in the near future.

Calls Contracts One-Sided

"Present contracts are altogether too one-sided," Mr. Dickler said, "with the advantage all on the side of the bureau. Many talent placement bureaus are so understaffed as to make it impossible for them to give adequate representation to their artists. Others, particularly the bureaus maintained by the networks, have so many announcers under their control that it is a matter of indifference to them which one finally gets any particular job, and so they are not actively engaged in selling the services of any individual announcer." Clauses permitting the bureau, but not the announcer, to cancel the contract were also cited as unfair by the attorney.

AGRAP is currently negotiating a renewal of its contract with WBT, Charlotte, covering announcers employed at that station.

From Blazing Liner

CBS and NBC carried broadcasts of the fire which broke out Oct. 25 on the *Deutschland*. News of the first SOS at 6:46 p. m. was flashed on NBC, but CBS was first to broadcast a ship-to-shore conversation with the *Deutschland* at 12:30 p. m. the following day. NBC followed with a similar interview at 1 p. m., with a brief interview with Sally Pepper, one of the passengers. CBS broadcast another talk from the ship at 2 p. m.

WPIC Makes Its Debut By Feeding State Hookup

WPIC, new regional at Sharon, Pa., launched its operation auspiciously Oct. 25 when it fed a State network of 17 stations its first night on the air. The station is operated by the Sharon Herald Broadcasting Co. on 780 kc. with power of 250 watts daytime.

First program tests were begun Oct. 25 and that night the Democratic candidate for Governor of Pennsylvania was scheduled to be in Sharon. Arrangements were made to feed his talk from WPIC studios to the Quaker Network.

Lawson Deming, formerly with WJBO, W. Palm Beach, Fla., and WCLE, Cleveland, has joined the announcing staff. Gordon Grey, formerly of WSYR, Syracuse, and WJTN, Jamestown, N. Y., is production manager. Bill Goodrich, new to radio, also has joined the announcing staff.

Phonograph Test Suit

LONG pending case of Paul Whiteman versus WBO Broadcasting Corp., operator of WNEW, New York, and the suit of RCA Mfg. Co. against the same defendant were placed on the reserve calendar of the U. S. District Court in New York on Oct. 25 and will probably be called for trial within a month. Cases are expected to test the rights of performers and manufacturers of phonograph records in restricting their use in broadcasting.

Study of Complaints

(*Continued from page 11*)

a WPA undertaking has performed the same play at least three times, uncensored, and with no resultant complaints.

WTCN, Minneapolis, was the first station to be cited because its renewal first came up and because a complaint allegedly was received from only one family in that area. [BROADCASTING, Oct. 1-15].

A Score in a Year

In the last year, perhaps a score of stations have been given temporary licenses because of alleged lottery broadcasts involving programs in which prize contests were included. Such programs as "Prosperity Night", "Irish Sweepstakes", and other variations of the "Bingo" game were responsible.

Last August when WMIN and WMBC were cited for such broadcasts, Attorneys Arthur W. Scharfeld and Philip G. Loucks challenged the FCC jurisdiction over such programs. They contended that the stations had not been operating "knowingly" or otherwise in violation of the lottery section of the Act and held that because the provision was penal in character it was only enforceable by local authorities in the respective jurisdiction.

It appears the FCC is taking this new slant, to some degree at least, since it is instructing General Counsel Dempsey to confer with the Department of Justice regarding these "penal provisions."

Theoretically, if a station is convicted for violation of penal provisions, the Commission can then proceed under the Communications Act in punishing the station. Under the law, it is empowered to revoke station licenses for cause. There is no "middle ground" authority, however, such as suspension or fine, although legislation to this end has been discussed both in Congress and the Commission.

THE race between Seabiscuit and War Admiral set for Nov. 1 at Pimlico Track, Baltimore, was to be broadcast on NBC-Blue by Clem McCarthy under sponsorship of RCA Mfg. Co., New York.

● Did you know that WDWS' home city, Champaign, has the highest per capita buying power in Illinois? That's a reflection of the richness of the area WDWS serves . . . 300,000 persons in an unusually fertile rural area.

NEWS-GAZETTE STATION WDWS Manager L. B. COLLISON Champaign, Ill.

REPRESENTATIVE: SEARS AND AYER

WOL
WASHINGTON, D. C.
1,000 Watts
DAY & NIGHT
Affiliated With the Mutual Broadcasting System
1230 KC.

3 new things

to remember about

KVOO
TULSA

1. FULL TIME (25,000 WATTS)

2. BOTH N. B. C. NETWORKS
KVOO is the exclusive N. B. C. outlet in Tulsa, with full time service from (choice of) both N. B. C. networks.

3. 25% MORE RADIO HOMES
542,236 KVOO Homes, 64% audience for KVOO out of a total of 856,670 Radio Families. Total potential audience, 2,827,011. Joint Committee on Radio Research, 1938.

*TAT Write for Particulars

EDWARD PETRY AND COMPANY, NATIONAL REPRESENTATIVES
New York Chicago Detroit Los Angeles San Francisco

Plans for New WSTP

AUTHORIZED by the FCC for construction in a decision July 26, the new WSTP, Salisbury, N. C., will go on the air on or about Jan. 1, 1939, with John Schultz as manager and commercial manager. Equipment has not yet been ordered pending FCC approval of proposed site. The station, a full-time local on 1500 kc., will be licensed to Piedmont Broadcasting Corp., of which Bryce P. Beard, local bottlers supply dealer, is president and chief stockholder, and J. F. Hurley Jr., publisher of the *Salisbury Post*, is second largest stockholder. Bryant, Griffith & Brunson will be the station's national representative.

POP GO THE PURSES!

Whether it's soup or nuts, when they hear it over WAIR, POP GO THE PURSES! A trial will convince you that WAIR has that certain something every salesmanager wants.

WAIR

Winston-Salem, North Carolina
National Representatives
Sears & Ayer

A TRIP TO *Washington*

STOP at the celebrated Willard Hotel for convenience in business contacts and sightseeing . . . 2 blocks from White House, near Federal buildings, scenic and historic spots, theatres and shops.

The Willard's recent improvement program makes it modern throughout.

The **WILLARD HOTEL**
"The Residence of Presidents"
WASHINGTON, D. C.
H. P. SOMERVILLE, Managing Director

Studio Notes

SEVEN pickups and ten outlets were used by stations serving Minnesota, keyed by KYSM, Mankato, in a political broadcast of the Republican Party in the campaign of Harold E. Stassen, Republican candidate for governor. In 30 minutes pickups were originated at Ortonville and two at Mankato by KYSM; Moorhead by WDAY, Fargo; Hibbing by WMFG, Hibbing, and two at Minneapolis by WCCO. The program was carried by KFAM, St. Cloud; KFJM, Grand Forks; KVOX, Moorhead; WHLB, Virginia; KDAL, Duluth; KROC, Rochester; WDAY, WMFG, WCCO and KYSM. The circuit was arranged through cooperation of Associated Northwest Broadcasters.

NBC Hollywood Radio City employes entrance is on a newly-created thoroughfare which has been named Gilman Way, in honor of Don E. Gilman, western division vice-president.

A TOTAL ECLIPSE of the moon over New York Nov. 7 will be described by Bob Trout in a quarter-hour CBS broadcast from a TWA airplane and the roof of the CBS building.

WHBF, Rock Island, and the *Rock Island Argus* sponsored an appearance of the U. S. Marine Band in afternoon and evening concerts at the local armory Oct. 19. Over 7,500 persons attended the two concerts, and all proceeds outside of costs went to charity. Schools and colleges in the tri-city area dismissed classes, and about 4,000 pupils took advantage of reduced prices at the afternoon concert. As an added feature of the afternoon concert Capt. Taylor Branson, director of the Marine Band, led a massed student band.

WOV, New York, recently presented a special half-hour show, in cooperation with the National Macaroni Mfrs. Assn., sponsoring *National Spaghetti-Noodle Week*. The program, fed also to WPEN, Philadelphia, saluted the Macaroni Family and drew such favorable comment from food stores in the Italo-American Market that Miss Hyla Kiczales, manager of WOV, is considering making it an annual event.

CBS Hollywood field hockey team, captained by Maurie Webster, announcer-producer, and recently organized, includes Thomas Freebairn-Smith, announcer-producer; Bill Gay, producer; Rich Turner, transcription operator; Bud Larkin, tour promotion; George Boone, night receptionist; Norman McDonnell, Don Sanford, Bob Fiske, John Rider and George Johnston, guides.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT!

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship

WATL ATLANTA

STATIONS HONORED
Minneapolis Group Presents Service Scrolls

OFFICIALS from all Minneapolis radio stations and newspapers were honored at an "appreciation luncheon" recently by members of the Minneapolis Junior Association of Commerce. President J. Donald Fruen, of the Association, presented scrolls eulogizing their public service to Earl H. Gammons, manager of WCCO; Fred Laws, assistant sales manager of KSTP; George Higgins, sports announcer, WTCN; Dr. George Young, owner of WDGY; Sam Neimer, Minneapolis manager of WMIN; Thomas J. Dillon, managing editor, *Minneapolis Tribune*; Dave Silverman, managing editor, *Minneapolis Star*, and Bob Barclay, promotion manager, *Minneapolis Journal*.

The Association's tribute, as set forth in the scrolls, praised both mediums for carrying "the cause of civic betterment", for having "unselfishly championed the cause of every organization which serves the community", for assistance to these organizations and the Junior Association of Commerce, and thanked them individually and as a group for their cooperation.

NEW traffic system to handle programs of WHK-WCLE, Cleveland, comprises two 18-foot tables outside the program director's office, containing three 6-foot charts, each carrying six hours of the broadcasting day. The current week is supported on brackets at the top of a backboard, and advance weeks are placed in rotation on a slanting table top. Network and local commercial programs, as well as sustaining features, are indicated by colors. Program names, artists, studios, announcers and production men are all listed on the large charts, along with information for continuity writers and the publicity department. The setup was devised by Program Director Russell W. Richmond and Traffic Managers Don Gehring and Marjorie Osborne.

HOWARD BARLOW, conductor of the CBS Symphony Orchestra, on Oct. 26 returned to CBS with the *Everybody's Music* concerts, which he conducted on Sunday afternoons last summer, and which are now being heard on Wednesday evenings.

ALTHOUGH one-quarter of the 1350 kc. frequency locally occupied by WAWZ, Zarephath, N. J., is devoted entirely to religious programs, WBNX, New York, operating the remaining three-quarters time, presents a varied list of daily religious broadcasts ranging from sermon excerpts to the history of religion. Special features supplement the daily programs such as the Bronx Church of the Air, a devotional hour rotating Bronx churches over a two-year period, and special programs presented during Jewish holidays, Lent, Easter or Christmas.

Sell Charles Michelson Transcribed Programs
Get "that" account!

Representing the leading producers of the country, Charles Michelson offers to the low budget account programs of proven ability and established audiences at a cost that **must** prove profitable.

For complete catalogue write to Dept. B1

CHARLES MICHELSON
Transcribed Programs
545 Fifth Avenue New York City

DELICATE maneuver of docking the 83,000-ton liner, *Queen Mary*, under its own power, necessitated by the tugboat strike which greeted the steamer on its arrival in New York harbor at 5:30 a. m. Oct. 18, was covered by WOR, Newark, which set up recording equipment on the pier from which Dave Driscoll, special features chief, and Cameron King, marine authority, described the feat. Recording of the first successful attempt to berth such a huge vessel without outside assistance was broadcast later in the morning. The same evening Driscoll and King repeated their description of the event in a Transatlantic broadcast for BBC.

OAKLAND studios of KYA, San Francisco, will be closed about Nov. 1, according to an announcement by Reiland Quinn, new manager of KYA. The Hotel Oakland studios have been a financial burden to the station, Mr. Quinn said, with heavy line tolls from Oakland to San Francisco, rental of studio space and salaries of the staff of three. The move affects the positions of Eddie Handley, Oakland salesman; Beth Hamilton, secretary and Wes Craig, operator-announcer.

NBC-Chicago's four-man bowling team recently took three straight from CBS in the first meeting of the Chicago Ad Club Bowling League. NBC team is tied for first place in the league.

WBBM, Chicago, has started a Saturday afternoon series of discussions by officials of the public library and park district dealing with use of leisure time by Chicagoans.

DRAMATIZATION of relief work in New England during the recent floods and hurricane will be highlighted Nov. 10 on a special program by the American Red Cross on MBS. Program will be acted by Princeton University's Triangle Club.

WIOD, Miami, claims a beat in interviewing returning members of the University of Miami football team after their two-week jaunt afield by setting up transmission equipment aboard their train one station ahead of Miami and interviewing them before they arrived at the Miami station. The entire broadcast took place while the train was in motion between Hollywood, Fla., and Miami.

WOR's *Pure Food Hour* Begins 12th Year on Air

ALFRED W. McCANN Jr. began recently his twelfth year as the conductor of the *Pure Food Hour* on WOR, Newark, a cooperatively sponsored program, Mondays thru Thursdays, 10-11 a. m. The program was started by his father, Alfred W. McCann. Mr. McCann's talks give information on the proper care of foodstuffs, with the assistance of John Gambling. Sponsors this year include:

American Molasses Co., New York (Grandma's molasses).
Borden Co., New York (milk, cheese).
Burnham & Morrill, Portland, Me. (baked beans and brown bread).
Dole Co., San Francisco (pineapple juice).
Dugan Baking Co., Brooklyn.
Skinner & Eddy Corp., Seattle (salmon).
Minnesota Valley Canning Co., LeSueur, Minn. (Green Giant peas, Del-Maize corn).
Richmond-Chase Co., San Jose, Cal. (Heart's Delight canned fruit).
Jos. Martinson Co., New York (coffee, malted milk).
Kemp Bros. Packaging Co., Frankfort, Ind. (Sun-rayed Tomatoes).
The Larsen Co., Green Bay, Wis. (Veg-all).
Hills Bros., New York (Dromedary dates).
National Oat Co., Cedar Rapids, Ia. (oat flakes).
John G. Paton Co., New York (Golden Blossom honey).
The Comet Rice Co., Beaumont, Texas (brown rice, rice flakes).
Welch Co., Westfield, New York (grape juice, grapelade, jellies).
Land-o-Lakes Creameries, Minneapolis.
D'Arrigo Bros., Boston (canned broccoli).
P. J. Ritter Co., Bridgeton, N. J. (tobasco, catsup).

Equipment

WLTH, Brooklyn, under the direction of Chief Engineer J. M. Temple, is rebuilding its entire transmitter after fire destroyed the shed at its Flatbush Ave. site and burned out the last stage of its amplifier. Sam Gellard, owner, reports he expects the station's new plant to be ready by Dec. 1. Unable to use the transmitter for a week, he utilized the facilities of WVFW, with which WLTH shares time.

SAM BAROFF, vice-president of United Transformer Corp., New York, is back at his office after an extended business trip during which he visited many broadcasting stations.

WMBG, Richmond, Va., recently moved into its new studio building and is installing an RCA limiting amplifier which it says will double its present carrier wave.

WKRC, Cincinnati, has purchased a new RCA OP5 remote amplifier, four salt-shakers and one 8-ball microphone, along with several thousand feet of line and mike cables to augment remote and special events broadcast equipment. Two new RCA turntables also are being installed.

ARTHUR FASKE, operator of WCNW, Brooklyn local, has applied to the FCC for authority to install a new antenna and move transmitter to 180 Morgan Ave., Brooklyn.

WDBJ, Roanoke, has installed an auxiliary transmitter, constructed by Chief Engineer J. W. Robertson, and will operate it with 1,000 watts as an auxiliary to the main transmitter.

RCA Mfg. Co., Camden, has issued a brochure on the RCA 303-A frequency limit monitor.

WHOM, Jersey City, N. J., on Oct. 24 began construction on a new 387-foot radiator located near the old Morris canal in Jersey City.

KMA, Shenandoah, Ia., has installed new Symplex projectors and WE sound equipment in the local Mayfair Theatre which serves as an auditorium studio for KMA. KMA's two towers, erected 14 years ago and recently replaced by a 488-foot vertical antenna, were salvaged Oct. 22.

JOHNSON CITY Broadcasting Co., Johnson City, Pa., holding a construction permit for a new local which will operate with the call WJHL, has purchased an RCA 250-G transmitter and speech input equipment.

COMMERCIAL Radio Equipment Co., Kansas City, operating experimental shortwave station W9XA, on 26450 kc., has arranged to pick up and rebroadcast certain sustaining programs of KSL, Salt Lake City, in a series of experiments.

A NEW antenna on a pole of special construction is being erected by WTAR, Norfolk, atop the local National Bank of Commerce Bldg., for its W3XEX, shortwave experimental adjunct.

DYNAMITE IN CHICAGO!

Get the impartial survey that blasts all prejudices on Chicago radio! Write for it—read with an eye to fall business! The sensational truth about a market you *can't touch* without

WGES - WCBD - WSBC

WIBW Erects Mast

WIBW, Topeka, recently completed a 445-foot Lingo tubular mast aerial as part of its new $70,000 transmitter plant. The antenna will be put into use when the transmitter is completed about Feb. 1, 1939, according to Karl Troeglen, chief engineer, who is supervising all construction. The land on which the antenna rests will be partially flooded to increase efficiency. The transmitter building will house two WE 5,000 watt transmitters on the first floor, and garages and an emergency gas-electric power plant in the basement.

WBCM Is Rebuilt

OPERATIONS management of WBCM, Bay City, Mich., has been placed in the hands of Edwards & Martin, Detroit consulting engineers, while they are rebuilding the station. Under the direction of S. W. Edwards, partner in the firm and former U. S. radio inspector in Detroit, the station has been practically entirely rebuilt. Mr. Edwards is acting manager. Stanley Northcott, former manager, is now on the engineering staff.

WGN Breaks Ground

GROUND was broken Oct. 20 for the new WGN transmitter house which will cost about $50,000 and is expected to be in service in about five months. The new WGN 750-foot Truscon radiator is located 24 miles northwest of the Chicago Loop on Route 53. The work is going forward under the direction of Carl J. Meyers, WGN chief engineer.

INSTALLATION of a complete new broadcasting plant was recently completed by KINY, Juneau, Alaska. The new transmitter is operating on 1430 kc., 250 watts, with 255-foot Lehigh vertical radiator. The studio building is located on a rock promontory in front of the Juneau Gold Mine in Gastineau channel and is ultra-modern in construction. C. B. Arnold, manager, announced the station is operating on a 15-hour daily basis.

WCHS, Charleston, W. Va., is putting the finishing touches on its new $20,000 transmitting plant halfway between Charleston and Huntington, and it is expected to be ready for full operation by Nov. 15. A Collins transmitter has been installed along with a Lehigh 329-foot antenna, the latter installed by Hartenstine-Zane Co., New York. Odes Robinson, chief engineer of the West Virginia Network, is in charge.

FAIRCHILD RECORDERS

have

Center Drive turntable and Synchronous Motor that guarantee constant speed at 33 1/3 r.p.m.

Sound Equipment Division

FAIRCHILD AERIAL CAMERA CORPORATION

88-06 Van Wyck Blvd.
Jamaica, Long Island
New York

WITH POWER OFF
WSPD Used Mobile Unit and Ingenious Tricks

WSPD, Toledo, was forced off the air for 31 minutes in October when an explosion and fire in the central plant of the Toledo Edison Co. cut off all light and power in most of downtown Toledo. Complete power failure had never before occurred during the ten years the WSPD studios have been located on the roof of the 17-story Commodore Perry Hotel.

Power from the Edison Co. was off from 9:20 a. m. to 3:40 p. m. After a half-hour the network was patched around the panel and fed to the transmitter outside the city limits. Mary Lucile Roth and Announcer Jack Fitz-Gerald drove three miles to the transmitter where they broadcast their regular program.

At the same time, WSPD's mobile unit, with a 110-volt generator, was placed in the alley beside the hotel, and since insurance regulations prevented use of an emergency gas-powered generator on the hotel property, 500 feet of B-X cable was carried up 18 flights and lowered from the roof to establish contact between the generator in the alley and the studio input panel. The next day WSPD broadcast a half-hour dramatization of the emergency.

WEXL, Royal Oak, Mich., has applied to the FCC for authority to move its transmitter to a new site at Lincoln & Dequindre Aves., Royal Oak, to increase its power from 50 to 250 watts and to change its frequency from 1310 to 1300 kc.

WBLY Transfer Approved

WBLY, Lima, O., 100-watt daytime station on 1210 kc., on Oct. 24 was transferred to the hands of the Fort Industry Co., under an FCC decision Oct. 18 authorizing its sale by Herbert Lee Blye for $27,000 cash. The station first began operating in December 1936, having been constructed by Mr. Blye. The Fort Industry Co. is headed by George B. Storer as president, with J. H. Ryan vice-president and H. G. Wall secretary and counsel. The same interests also own WWVA, Wheeling; WSPD, Toledo; WMMN, Fairmount, W. Va., and have a minority interest in KIRO, Seattle.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

13+13=52

Many of our national and local advertisers originally contracted for just 13 weeks. After they saw the direct results—they renewed for another 13 weeks and another. Now the contracts are for 52 consecutive weeks because they get continuous results.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives
PAUL H. RAYMER COMPANY

this is NOT an ad—
IT'S A

SURVEY!

(Everybody makes 'em)

KTSA BROADCASTS
123 LOCAL
COMMERCIAL PROGRAMS
EVERY WEEK!

We think that's a lot of local business . . . in fact, it's more than we've ever heard of being carried by ANY network station, and we're asking you to let us know if you can point out a better example of *decided local preference.* And don't think for a minute that our *local advertisers* aren't interested in *complete South Texas* coverage, *just as you are* . . . that's one reason they're on KTSA . . . they get better coverage . . . in a market of almost four million people!

FULL CBS SCHEDULE **KTSA** 550 K.C.

THE MOST EFFICIENT 5,000-WATT STATION IN THE UNITED STATES
SAN ANTONIO, TEXAS

Antenna Heights Increased by FCC

New Regulations Are Issued to Conform to Havana Pact

NEW STANDARDS governing minimum antenna heights or field intensity requirements were promulgated Oct. 18 by the FCC as the first change in standards of good engineering practice.

Announcing the action taken Oct. 11, the FCC stated that the new requirements would become Section 5 of the Standards of Good Engineering Practice when those standards are finally adopted. The standards were a part of the proposed rules governing standard broadcast stations which were the subject of a hearing before the FCC "Superpower" committee last June. At the hearings there were no objections raised to the proposed new antenna standards and as a consequence they were not in controversy.

Clear Channel Stations

The new antenna standards raise the height of requirements for dominant clear channel stations and eliminate the difference in heights and field intensity required for regional stations. For example, a dominant clear channel station on the 1000 kc. channel under the old standards was required to have an antenna of 295 ft. The new requirements are for 435 feet. Field intensity at one mile is increased from 200 millivolts under the old regulations to 225 millivolts.

The new requirements, it was learned, follow those specified in the so-called Havana agreement for redistribution of broadcast station assignments on the North American Continent. The agreement already has been ratified by Cuba and the United States but awaits action of Canadian and Mexican Governments.

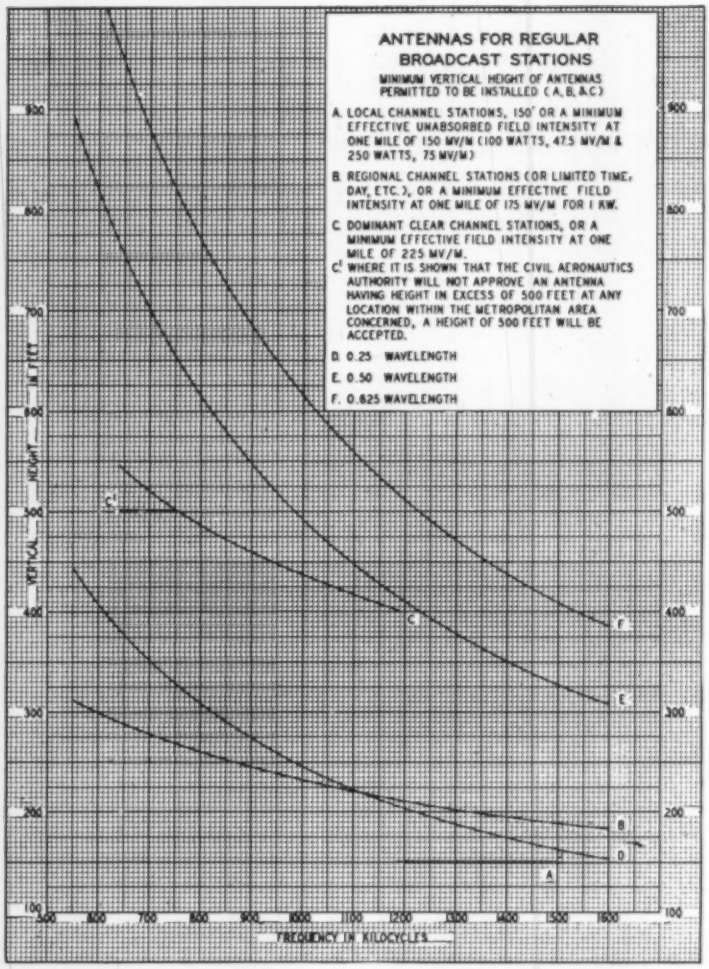
Under the new requirements, local station antenna heights are established at 150 ft. Under old regulations they range between 135 and 150 ft., depending upon frequency. The height of antennas for regional stations will vary with frequencies but the field at one mile will be flat at 175 millivolts. Five hundred feet will be accepted as the maximum antenna height within a metropolitan area. In the case of directional antennas on clear channels, the height will be governed by the field intensity required, it was pointed out.

The text of the new regulation follows:

Rule 131 requires that all applicants for new, additional or different broadcast facilities and all licensees requesting authority to move the transmitter of an existing station, shall specify a radiating system, the efficiency of which complies with the requirements of good engineering practices for the class and power of the station.

The specifications deemed necessary to meet the requirements of good engineering practice at the present state of the art are set out in detail below.

The licensee of a regular broadcast station requesting a change in power, time of operation, frequency or transmitter location must also request authority to install a new antenna system or to make changes in the existing antenna system which will meet the minimum height requirements, or submit evidence that the present antenna system meets the minimum requirements with respect to field intensity, before favorable consideration will be given thereto. In the event it is proposed to make substantial changes in an existing antenna system, the changes shall be such as to meet the minimum height requirements or will be permitted subject to the submission of field intensity measurements showing that it meets the minimum requirements with respect to effective field intensity.


ANTENNAS FOR REGULAR BROADCAST STATIONS
MINIMUM VERTICAL HEIGHT OF ANTENNAS PERMITTED TO BE INSTALLED (A, B, & C)
A. LOCAL CHANNEL STATIONS, 150' OR A MINIMUM EFFECTIVE UNABSORBED FIELD INTENSITY AT ONE MILE OF 150 MV/M (100 WATTS, 47.5 MV/M & 250 WATTS, 75 MV/M)
B. REGIONAL CHANNEL STATIONS (OR LIMITED TIME, DAY, ETC.), OR A MINIMUM EFFECTIVE FIELD INTENSITY AT ONE MILE OF 175 MV/M FOR 1 KW.
C. DOMINANT CLEAR CHANNEL STATIONS, OR A MINIMUM EFFECTIVE FIELD INTENSITY AT ONE MILE OF 225 MV/M.
C' WHERE IT IS SHOWN THAT THE CIVIL AERONAUTICS AUTHORITY WILL NOT APPROVE AN ANTENNA HAVING HEIGHT IN EXCESS OF 500 FEET AT ANY LOCATION WITHIN THE METROPOLITAN AREA CONCERNED, A HEIGHT OF 500 FEET WILL BE ACCEPTED.
D. 0.25 WAVELENGTH
E. 0.50 WAVELENGTH
F. 0.625 WAVELENGTH
VERTICAL HEIGHT IN FEET
FREQUENCY IN KILOCYCLES
100
200
300
400
500
600
700
800
900
500
600
700
800
900
1000
1100
1200
1300
1400
1500
1600

These minimum actual physical vertical heights of antennas permitted to be installed are shown by curves A, B, and C of Figure 1 as follows:

A. Local Channel Stations, 150 feet, or a minimum effective unabsorbed field intensity at one mile of 150 mv/m for 1 kilowatt (100 watts 47.5 mv/m and 250 w, 75 mv/m).

B. Regional Channel Stations (or limited time, day, etc.) or a minimum effective field intensity at one mile of 175 mv/m for 1 kilowatt.

C. Dominant Clear Channel Stations, or a minimum effective field intensity at one mile of 225 mv/m for 1 kilowatt.

The heights given on the graph for the antenna apply regardless of whether the antenna is located on the ground or on a building. Except for the reduction of shadows, locating the antenna on a building does not necessarily increase the efficiency and where the height of the building is in the order of a quarter wave the efficiency may be materially reduced.

To obtain the maximum efficiency of which any antenna is capable a good ground system must be employed (a counterpoise may be substituted under certain conditions).

At the present development of the art, it is considered that where a vertical radiator is employed with its base on the ground, the ground system should consist of buried radial wires at least ¼ wave length long. There should be as many of these radials evenly spaced as practicable and in no event less than 90. (120 radials of 0.35 to 0.4 of a wave length in length and spaced 3° is considered an excellent ground system; also in case of high base voltage, a base screen of suitable dimensions should be employed.)

It should be borne in mind that the above specifications are the minimum and where possible better antenna and ground systems should be installed.

In case it is contended that the required antenna efficiency can be obtained with an antenna of height or ground system less than the minimum specified, a complete field intensity survey must be supplied to the Commission showing that the field intensity at a mile without absorption fulfills the minimum requirements. This field survey must be made by a qualified engineer using equipment of acceptable accuracy.

Each element of a directive antenna system shall meet the above minimum requirements with respect to height or effective unabsorbed field intensity. No directive antenna system will be approved which is so designed that the effective unabsorbed field of the array is less than the minimum prescribed for the class of station concerned or in case of a dominant clear channel station less than 95 per cent of the ground wave which would be obtained from a perfect antenna of the height specified for operation on frequencies lower than 1000 kilocycles.

Before any changes are made in the antenna system, it is necessary to submit full details to the Commission for approval. These data may be submitted by letter.

KLO's Power Boost

KLO, Ogden, Utah, won a power increase to 1,000 watts night and 5,000 day under a decision of the FCC Oct. 20, ordered effective Oct. 24. The station, owned by M. L. Glassman, publisher of the *Ogden Standard* and managed by Paul Heitmeyer, has been operating with 500 watts full time on 1400 kc., and retains that frequency. It is planned to spend $25,000 for new technical equipment and about $10,000 for building improvements.

GORDON HITTENMARK, WRC announcer, has been awarded a blue ribbon by the Washington Advertising Club for the most artistic Red Cross Window Display. He has been using a store window as his broadcast headquarters each morning during the membership drive.

New Engineering Aids For Members of NAB Planned by Committee

PLANS for additional technical service to NAB members and the industry at large were discussed at a meeting of the NAB Engineering Committee in Washington Oct. 26, called by Chairman John V. L. Hogan, president of WQXR. The committee met for the first time with NAB President Neville Miller.

Work of the NAB committee in connection with the recent allocation hearings of the FCC and the new FCC antenna specifications were discussed. The latter will be considered thoroughly by the committee, Mr. Hogan said.

Plans were made for additional service to NAB members through distribution of data from headquarters which will be collected and prepared by the committee. Aid to NAB members in answering complaints from listeners regarding interference with reception also was taken up with the likelihood that a circular will be prepared to answer common questions. Thus stations can provide listeners with answers from the NAB. These data, Mr. Hogan said, will be made available to NAB members and non-members alike.

Present at the meeting in addition to Messrs. Hogan and Miller, were Ed Content, WOR; Paul A. Loyet, WHO; Raymond Guy, NBC; E. K. Cohan, CBS; Peter Houston, WCBM.

RMA for High Power

(*Continued from page 20*)

tensity of the distant transmission and hence, the extent and intensity of this interference increases greatly during the hours of darkness.

The useful service areas of stations of moderate power in urban communities are thus severely limited by the noise level; and, even with high power when operating on frequency assignments shared with other stations are usually even more seriously limited by the inter-station interference during the hours of darkness.

We know of no practicable method by which the limitation of the noise level may be avoided other than by sufficiency of power at the transmitting station.

We know of no way in which this interstation interference can be avoided within the confines of the United States except by the use of cleared channels.

We, therefore, believe that the shared channel system can provide only a highly localized broadcasting service and that cleared channels are necessary, not only to supply satisfactory broadcasting service to rural areas and detached urban communities, but to provide satisfactory night-time service to the suburban areas of our larger cities.

We believe that, except as engineering considerations may dictate limitation of the field strength in nearby populous areas, no limitation should be imposed on the power of stations.

We urgently recommend that the number of channels now assigned to cleared channel operation be maintained as such.

We urgently recommend all encouragement be given to the employment of the highest practicable power on all channels, subject only to the need for avoiding blanketing, cross modulation, and such other irregularities as result from excessive field strength, particularly in populous areas.

CLOSER relations between local theaters and KTUL, Tulsa, was effected recently when the Cozy and Gem theaters bought five 30-minute programs on a 26-week schedule.

TWENTY-TWO broadcasters from Michigan and Indiana met in Fort Wayne Oct. 13 for the meeting of the 8th District of the NAB. Around the table, left to right, are: W. C. Swartley, WOWO-WGL, Fort Wayne; George L. Young, WSPD, Toledo; R. E. Blossom, WFBM, Indianapolis; Angus D. Pfaff, WHLS, Port Huron; R. E. Bausman, WIRE, Indianapolis; G. F. Ashbecker, WKBZ, Muskegon; W. F. Craig, WLBC, Muncie; Howard M. Loeb, WFDF, Flint; D. A. Burton, WLBC, Muncie; R. R. Baker, WTRC, Elkhart; Dan Jayne, WELL, Battle Creek; O. F. Uridge, WJR, Detroit; J. F. Hopkins, WJBK, Detroit; J. H. Ryan, WSPD, Toledo; John Fetzer, WKZO, Kalamazoo, NAB Director; Neville Miller, NAB President; Walter Evans, General Manager, Westinghouse Radio; W. Ward Dorrell, WOWO-WGL, Fort Wayne; J. B. Conley, WOWO-WGL, Fort Wayne; Martin Leich, WGBF-WEOZ, Evansville; F. D. Schurz, WSBT, South Bend; S. W. Edwards, WBCM, Bay City.

New Talent Firm

A NEW FIRM in the talent management field is Canova-Hansen, Inc., New York, representing Judy Canova, hillbilly comedienne now featured on the Chase & Sanborn hour, Tom Terriss, whose travel stories are heard on NBC-Red, Harrison Forman, Far Eastern explorer and World's Fair exhibitor, and Jay Irving, nationally known cartoonist. Offices are at 11 West 42d St. Management is in the hands of Robert R. Hansen, experienced executive in the advertising, publishing and printing fields, and Harry L. Canova, with theatrical and radio background. Publicity accounts go to Everetta Love, formerly with NBC, Paul Whiteman and Robert L. Ripley.

Midwest Division Debates Copyright

NAB Group Covers Other Vital Problems and Hears Miller

THE GAMUT of broadcast industry problems came under the purview of a score of Indiana and Michigan broadcasters at the meeting of the 8th District of the NAB, held Oct. 13 in Fort Wayne, Ind.

The principal address was by Neville Miller, NAB president, with John E. Fetzer, president of WKZO, Kalamazoo, and NAB director for the 8th District, presiding. Subjects covered included the copyright situation as related to ASCAP and other musical societies; the newspaper-radio relationship; network-monopoly hearings; educational and public service programs; labor problems; political speakers and legislation, both federal and state; educational programs, and numerous other subjects. The group approved the work of the new NAB accomplished to date.

Westinghouse Entertains

Westinghouse stations WOWO and WGL were hosts after the meeting. Walter C. Evans, general manager of Westinghouse Radio Stations Inc., was present, coming from his headquarters in Baltimore. Messrs. Miller and Fetzer took part in an interview broadcast over WOWO as a climax to the day's activities and discussed television from both the broadcaster's and layman's viewpoints.

NATIONAL Tuberculosis Association and Affiliated Organizations have sent a quarter-hour WOR transcription; *Passing the Torch*, to 220 stations in the U. S. and Hawaii to advertise the 1938 Christmas Seal campaign for funds to aid in the fight against tuberculosis. This is the third year discs have been used to advertise the seals.

N. J. Hearing Shifted

APPEARANCE of NBC before the Public Utility Commission of New Jersey to explain its failure to ask permission of the Commission to erect a transmitter for an ultra-high frequency station at Bound Brook, N. J., was postponed from Oct. 18 to Nov. 1. NBC had begun work after securing a construction permit from the FCC and had ignored the New Jersey law requiring similar permission from the P.U.C. [BROADCASTING, Oct. 1].

SCHOOL CONFERENCE IS CALLED BY KSTP

IN A FURTHER effort to improve the quality of educational programs broadcast by schools and various civic groups, KSTP, St. Paul, will conduct on Nov. 11-12 a Northwest Educational Broadcasting Conference, inaugurated last year by KSTP. Attendance at the second annual meeting is expected to double last year's mark according to Thomas D. Rishworth, KSTP educational director and originator of the conference.

Judith Waller, NBC central division educational director, and Sherman P. Lawton, director of the radio workshop at Stephens College, Columbia, Mo., will be among the speakers. One of the features will be demonstrations of school broadcasting by some of the public school radio workshops which were established as a result of the 1937 meeting. Since that time nine schools have made these workshops part of their curricula. The meeting will be open to educators, students, representatives of civic groups, and to all others interested.

Roxy Clothes on Air

ROXY CUSTOM CLOTHES Corp., New York (men's wear chain store), is using weekly spot announcements and news programs to promote its various chain stores on WTAG, Worcester, WMAS, Springfield, WNEW, New York, WICC, Bridgeport, and WJAR, Providence. Peck Adv. Agency, New York, has the account.

NBC was named among defendants in a $15,000 plagiarism suit filed in Los Angeles federal court by Jack Lincke, Hollywood writer. The action charges that Lincke's story, *The Flying Phantom*, published in the May, 1935 issue of *American Magazine*, was lifted in three broadcasts by Rush Hughes, commentator, from KPO, San Francisco, over NBC. Also named as defendants are Langendorf Bakeries, Rush Hughes and McCann-Erickson.

WORLD'S GREATEST TOBACCO MARKET!

Planter Pete says:

"Ask the R E. Quinn Furniture Co. about WGTM results. They'll tell you WGTM increased their business 22% in the past year. How about you?"

WGTM WILSON, N. C.

REPS: Bryant, Griffith and Brunson, Inc.

KGW OREGONIAN KEX SELL

BOOKS and STATIONERY in the RICH OREGON MARKET!

says Richard G. Montgomery, Assistant Manager, The J. K. Gill Company:

"That KGW-KEX are vital factors in our merchandising program for maintaining leadership in selling books, stationery and allied lines in this market is best evidenced by the fact that we have renewed our contract for the third consecutive year. Your personnel is most helpful. Your stations get results."

Richard G. Montgomery

KGW RADIO STATIONS OF THE OREGONIAN KEX

NBC Red PORTLAND • OREGON NBC Blue

Representatives — EDWARD PETRY & CO., Inc., New York, Chicago, Detroit, San Francisco, Los Angeles

RESULTS Prove WMC MEMPHIS SELLS THE MID-SOUTH

Owned and operated by THE COMMERCIAL APPEAL The South's Greatest Newspaper

NBC RED NETWORK

REPRESENTED BY THE BRANHAM COMPANY

• News is your best bet TRANSRADIO •

WCAU Education Plan Approved by Educators

PENNSYLVANIA educators, members of the advisory board of WCAU, Philadelphia, recently approved plans for seven educational programs on WCAU and set a tentative schedule which includes five quarter-hours, Monday through Friday, and 45 minutes on Sunday.

Four established programs, *Scientific Wonders, New Education, Curtis Institute* and *Our Public Schools* are continued this season, and three new features were discussed and recommended, including *Vocational Guidance*, proposed by the Junior Board of Commerce to assist high school students and graduates; *Consumer's Plan*, conducted by the Franklin Institute, and explaining desirable qualities in merchandise, and *Experimental Laboratory of Education*, testing educational ideas suggested by educators for regular programs.

Disc Series Expanded

DAIRYMEN'S League Coop. Assn., New York (Dairylea milk products), after testing *Secret Diary*, transcribed show aimed at housewives, on WBEN, Buffalo, has extended the program to WFBL, Syracuse. Miami Butterine Co., Cincinnati (Fairview margarine), is also sponsoring the show on WPAY, Portsmouth; WIBM, Jackson, Mich., and WGBF, Evansville, Ind. The show was produced by Frederic W. Ziv Inc., Cincinnati.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

RADIO AND EDUCATION

WITH THE cooperation of education officials of four States, the Thursday evening quarter-hour program *Know Your Schools* may soon be expanded to a 30-minute show, according to Harriet H. Hester, educational director of WLS, Chicago. Designed to acquaint listeners with the problems and practices of Midwestern schools the series has been placed under the supervision of a committee of educational leaders from Illinois, Michigan, Indiana and Wisconsin. WLS has renewed its *School Time*, a five-weekly afternoon show slanted for class room listeners, and is broadcasting a Saturday morning *High-school Hour* in cooperation with the Chicago Radio Council. WLS has mailed 49,000 schedules of its school shows, estimates active participation by 2,000 school units with mail returns 50% above last year.

UNIVERSITY of Washington at Seattle, has made arrangements for the fourth consecutive year with KRSC, Seattle to carry two weekly remote control broadcasts from the college campus, *University Student News Reporter*, a quarter-hour broadcast of campus activities prepared by the University's journalism department and *Campus Radio Players* in a series of dramatized original mystery stories by the radio writing class.

DR. EDWARD HOWARD GRIGGS, president of the department of philosophy at the Brooklyn Institute of Arts and Sciences, New York, is conducting a weekly series of educational talks on great leaders in human progress, *Lives of Great Men*, on NBC-Red.

TIMELY developments abroad are analyzed weekly on *Appraising Foreign Affairs*, carried by WQXR, New York, with Walter Stokes as commentator. Public forums at Cooper Union, New York, now entering their forty-second season, are being broadcast for the first time on WQXR, Sunday evenings.

AMERICA'S *Town Meeting of the Air*, which has won numerous awards as the nation's outstanding forum for the discussion of vital public affairs, on Nov. 10 will return for its fourth season as an NBC-Blue network feature. George V. Denny Jr., president of Town Hall, New York, is moderator of the program, and with the help of an advisory committee, will present outstanding speakers each week on questions of public interest.

ASTRONOMERS through the ages and their achievements are the subject for talks by Prof. William H. Barton Jr., executive curator of Hayden Planetarium, on CBS. The series, called *Men Behind the Stars*, is produced by Vernon Radcliffe, radio production manager of WPA.

HIGH SCHOOL news, edited and announced entirely by student reporters, under the title, *Hi Notes*, is carried each school night by KXL, Portland, Ore. Coverage includes the twelve Portland high schools and those in Gresham, Milwaukee, Oregon City, Parkrose, and Vancouver, Wash. Seventeen high school reporters have reported back on the job at KXL with the start of the fall term.

DIGEST of the activities of young people, *Youth in the News*, is broadcast weekly on WIP, Philadelphia. The new series is conducted by Paul Martin, Temple University graduate.

NBC has started a new weekly series, *Milestones in the History of Music*, illustrating the development of musical compositions from the Middle Ages to the early 19th Century. The half-hour, heard on NBC-Red, Saturdays, 11:30-12 noon, is presented by the Eastman School of Music under direction of Dr. Howard Hanson, with Dr. Harold Gleason as musicologist.

PRIVILEGE of arriving late at school on Wednesday afternoons is allowed pupils of Merced, Cal., schools if they listen regularly to the transcribed *Lives of Famous Americans*, presented by FHA on KYOS, Merced. The series is sponsored by the Merced Lumber Co. Feeling that the nature of the program was entirely educational, Supt. Max Smith, after investigating the cause of increasing tardiness among pupils for Wednesday afternoon sessions, arranged for them to hear the program and not be marked tardy.

JOSEPH RIES, educational director of WLW-WSAI, Cincinnati, was one of three delegates representing the Northside Kiwanis Club, Cincinnati, at the Ohio District Convention of Kiwanis, held there Oct. 23-26. Mr. Ries, secretary of the Northside club, is also vice-president of the Third Division of Kiwanis Council and chairman of the convention publicity committee.

LARRY ROLLER, recently appointed educational director of United Broadcasting Co., has announced four series of programs to be heard on WHK and WCLE, Cleveland, as well as a group of educational programs to be heard over the Blue network of NBC and the Mutual Broadcasting System, to originate in the studios of WHK-WCLE. Cleveland College, of Western Reserve University, Oberlin College and the Young Artists Clubs of Ohio have been selected to present the programs. A special transcription network, with WCLE as the key station, has been set up for the Ohio Young Artists series which features outstanding soloists from the Cleveland, Columbus and Oberlin Chapters of the Ohio Young Artists Clubs.

WBNX, New York, has started a series of programs sponsored by the American Association of Teachers of French in New York City high schools and colleges. The first program was scheduled for Oct. 30, being devoted to poetry and music presented in solo and choral.

KGU, Honolulu, broadcasts transcriptions of the *University Round Table* program exactly two weeks after the original broadcasts. Discs of the NBC-Red network program are made in Chicago, air mailed to Honolulu. Requests for discs of the program have recently come from the British Broadcasting Corp., according to Allen Miller, director of the University Broadcasting Council.

AUTHORITATIVE lecturers on current events of world-wide significance are featured on a weekly forum program arranged under the auspices of the Rand School of Science on WHN, New York.

WCCO, Minneapolis, is featuring three educational programs this year, two of them designed for actual classroom use. *News X-Ray*, carried Thursday afternoon, is planned for sociology and current history classes, interpreting current events in the light historical influences and social implications. Tuesday afternoons, high school radio workshop programs are carried, including short dramatic offerings, roundtables and debates. *North Star School*, sponsored by Minnesota Education Assn., has returned to WCCO for the fourth consecutive season, presenting discussions of current educational issues and problems by leading educators.

COOPERATING in the presentation of radio courses in a variety of college subjects on WNYC, New York, are New York University, Brooklyn College, Hunter College and College of the City of New York, whose faculty members act as instructors. The courses include literature, social science, economics, and music appreciation, and are broadcast as part of WNYC's adult education schedule.

WNLC, New London, Conn., has started a fall series of educational and cultural programs sponsored for the second year by Connecticut College for Women, under the joint direction of President Katharine Blunt and Prof. Carola M. Ernst. Programs, embracing current events, music and fine arts appreciation are broadcast Sundays, 2:30-3 p. m. The series will extend through May, 1939.

PARKER WHEATLEY, assistant director of University Broadcasting Council, Chicago, is teaching two radio classes at Northwestern U. and one at Chicago U. The two hour lecture courses called "Radio Methods" were formerly conducted by Dick Marvin, who recently left J. Walter Thompson, Chicago, to join Wm. Esty & Co., New York.

THE *Portland High Notes* a program of high school news presented entirely by students of 17 high schools in Portland, Ore., and vicinity, recently celebrated its second year on the air on KXL, Portland. The broadcast, which consists of news gathered by the student body president or school paper editors, is heard on KXL each school day at 6 p. m.

WHK and WCLE, Cleveland, have announced three series of educational programs, headlining artists from Ohio musical institutions, which will be heard on NBC-Blue and MBS. The Walden String Quartet of Cleveland Colleges on Nov. 6 begins a series of chamber music concerts on NBC-Blue from WHK, Cleveland, Sundays, 10:30-11 a. m. Members of the Oberlin, Cleveland and Columbus chapters of the Ohio Young Artists Club are offering solo programs on WCLE, Cleveland, and other stations in the state, Saturdays, 4:30-4:45 p. m. Oberlin College also presents a series of six monthly programs on MBS, originating at WCLE.

UNIVERSITY of Iowa has published an 18-page extension department bulletin outlining the programs and coming activities scheduled for the present school year on WSUI, University station at Iowa City, stressing the educational projects carried by the station.

2,300,000
New Englanders
comprise the potential listening audience of station
WLAW
Lawrence, Massachusetts
680 Kilocycles 1,000 Watts

***"A Blind Spot"* for All Outside Stations—**
IF you want to Cover Rich Central Pennsylvania
You *MUST* Use
WFBG
Altoona • Pa.

DON LEE Broadcasting System, Los Angeles, on Nov. 1 expands its educational activities by adding a weekly quarter-hour program, *Your English Words*. The series originates from KHJ, Los Angeles, and features Prof. I. Colony of Los Angeles Junior College in discussion on the derivation of English words.

WBNX, New York, has scheduled a new series of programs of poetry and music sponsored by the American Association of French Teachers in New York City high schools and colleges.

INFORMAL conversations about campus activities by undergraduates and faculty of Columbia University, New York, are to be presented weekly on WQXR, New York, by the Debate Council of Columbia University.

TOLERANCE toward all national and racial groups through appreciation of the contributions they have made to American life will be the purpose of a new weekly series of programs, entitled *Americans All—Immigrants All*, starting Nov. 13 on CBS. The series, presented in cooperation with the Department of the Interior, will be supervised by John W. Studebaker, Commissioner of Education, and the dramatizations will be written by Gilbert Seldes, author and critic.

STUDENTS in more than 50 schools in Northern New Jersey are listening to the *Municipal Government* weekly broadcasts on WNEW, New York. The programs, under the direction of S. S. Kenworthy, present prominent speakers from New Jersey cities discussing problems relating to civic affairs.

Parisian Seeks Features

BERNARD MUSNIK, New York correspondent for *Le Journal* and *L'Auto* of Paris, has been appointed American representative of Radio Cité, Paris radio station, and is searching for American program material which might be suitable for broadcasting in France. Radio Cité, says M. Musnik, is noted for its special feature programs, such as its recent broadcast of a duel between two well-known Parisians, the announcer being hidden in a tree and describing the bout without the knowledge of the participants. Radio Cité has recently adopted the American system of broadcasting 18 hours a day, the usual French custom being to broadcast only from 6 to 9 a. m., from noon to 2 p. m. and and from 6 p. m. to midnight, remaining silent at the other times. Representative also of Publicis, French advertising agency which is owned by the same interests as Radio Cité, M. Musnik is also ready to provide American advertisers interested in the French market with commercial rates and other information for all French stations. His office is located at 366 Madison Ave., New York.

Audit Session Deferred

POSTPONEMENT of the "crucial" meeting of the Joint Committee on Radio Research, to determine whether it will continue in its quest for a "yardstick" to measure station listening areas, scheduled for Oct. 28, has been announced by John Benson, president of American Association of Advertising agencies and chairman of the Joint Group. Under present plans, the meeting will be held during the week of Nov. 14. A meeting on Oct. 3 had resulted in a disagreement over plans and a later "showdown" meeting was scheduled [BROADCASTING, Oct. 15].

Letter to the Editor

Independents

EDITOR, BROADCASTING:

I think that the articles you carried in BROADCASTING with regard to the work that Lloyd Thomas and the National Committee of Independent Broadcasters did in successfully straightening out the AFM problem for both the independent broadcasters and the AFM, did much in informing us independents of the real problem confronting us.

Independent stations probably were prone, in many cases, to slight the real responsibility which was shouldered and worked out by Lloyd and his committee, who, I am sure, worked mighty hard for six months to reach the results attained on Sept. 23 at New York.

WDZ joins with hundreds of other independents in appreciation of the work that they did and of the full support given them by NAB. If this job had not been done, we independents would soon be trying to broadcast without transcriptions and records probably. This has been averted through the good work of the National Committee of Independent Broadcasters.

Clair B. Hull, Manager
WDZ, Tuscola, Ill.

Oct. 14, 1938

Boulder Dam Fete

ROAR of the world's largest generators, surging Colorado River waters through spillways and voices of men engaged in actual operation of the world's largest electrical plant were broadcast transcontinentally over CBS during *Boulder Dam—Two Years Old—Speaks* Oct. 22. The half-hour program was transmitted from Boulder Dam to the CBS Hollywood studios via high-tension cable one-inch in diameter and 271 miles long, which was carrying 302,000 volts into the Los Angeles area at the same time. Under supervision of Fox Case, CBS western director of public affairs, Hollywood, the program was produced by Sid Goodwin, with Sterling Tracy assisting. Announcers Cliff Howell, Frank Graham, Maury Webster and Don Forbes were stationed at strategic points along route of power transmission between Los Angeles and Boulder Dam, during the broadcast. CBS engineers assigned to the broadcast were Alden Packard, James French, Herbert Pangborn and Joe Cohen.

THOUGH they broadcast in six languages besides English, specializing in INS news in Polish, Italian, Lithuanian, Bohemian, German and Austrian, WGES and WCBD, Gene Dyer stations in Chicago, scrutinize all script to avoid propaganda.

"HELLO, G. C. PACKARD"
(Campbell-Ewald Co.)

Did You say MARKET?

Bet you didn't know that "PEORIAREA" has a population almost THREE times as great as ALL of Wyoming! A "cream" market, too, including the richest county in Illinois. You can cover PEORIAREA with ONE station—WMBD.

Free & Peters, Inc., Nat. Reps.

WMBD PEORIA
MEMBER CBS NETWORK

Hardy's Offered Radio

M-G-M, Hollywood, producers of NBC *Good News of 1939*, sponsored by General Foods Corp. (Maxwell House coffee), is offering *Judge Hardy Family* series for radio sponsorship. Same independent production now offered *Good News*, with a production crew and writers assigned to the program, is included. Film company is asking approximately $16,000 weekly for the program with a cast headed by Mickey Rooney and Lewis Stone. J. Walter Thompson Co. is said to be negotiating for the series for one of its clients. This would mean an outside income of around $1,500,000 a year from radio for the film company. *Good News* is said to net the studio $20,000 weekly. Louis K. Sidney produces the *Good News* program with his own writing staff and some outside production assistance from Benton & Bowles, which services the account.

Los Angeles Newspaper, Spurning Radio Column, Starts Series on KHJ

THE *Los Angeles Evening News*, one of the five metropolitan newspapers in that city which last April signed the agreement eliminating radio news from its columns, has turned to that medium to build up its circulation, having started Oct. 29 for 13 weeks, a weekly half-hour program on KHJ. Titled *Tic-Tac-Toe on the Radio*, the program is a listener-audience participation feature, originated and copyrighted by Ben Sweetland, Hollywood commentator, who will conduct the series. The newspaper publishes a weekly diagram and during the Saturday evening broadcast hints to the answers, all based on *Evening News* copyrighted features and comics, are given. More than 100 prizes will be awarded weekly with an auto as a grand prize at the end of 13 weeks.

An elaborate promotion campaign has been launched by the *Evening News*. Besides publicizing the radio program in its columns, the newspaper has distributed more than 5,000 posters throughout Los Angeles and also plans to send out a fleet of autos on a promotional tour. Two airplanes were scheduled to sky-play the game on the opening day of the radio series. This is the first time any of the Los Angeles metropolitan newspapers have used radio for any type of campaign since all agreed to drop their columns.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

NBC Opera Broadcasts To Start Eighth Season

NBC, on Nov. 26 will start its eighth consecutive season of Saturday matinee broadcasts of the Metropolitan Opera Company, New York, on NBC-Red network. The first Metropolitan Opera program on NBC was heard on Christmas Day, 1931, starting a new interest in opera that has grown steadily to the point where it is now estimated that these broadcasts are heard by millions of listeners in this country and countless millions more in other countries by shortwave.

NBC has not yet signed a sponsor for the 1938-1939 broadcasts. Past sponsors have been Lucky Strike cigarettes, Listerine and RCA Mfg. Co.

In addition to these Saturday afternoon broadcasts, NBC on Nov. 24 will begin the weekly *Operalogue* broadcasts on the Red network, Thursdays, 6-6:15 p. m. Presented by the Metropolitan Opera Guild, these programs are designed to aid the radio audience in enjoying the operas.

ICS Disc Series

INTERNATIONAL Correspondence Schools, Scranton, Pa., is releasing a series of quarter-hour dramatic transcriptions, on key stations from coast to coast, according to Frank Parke Wright, advertising counsel, San Francisco, who produced the series. The program, *Along Life's Highway*, deals with the experiences of a sociologist attempting to write a book on success.

KATE

250 WATTS
1420 KC

Big!

Things naturally come *big* in southern Minnesota. For example:

- Football players
- Meat packing
- Prosperity
- Payrolls
- Dairy farming
- *Results to KATE advertisers*

ALBERT LEA BROADCASTING COMPANY
E. L. Hayek, Pres.
Albert Lea, Minn.

Studios in
Albert Lea and Austin
MINNESOTA

Radio, Agency and Advertiser X-Ray Each Other on Coast

AAAA Session Goes Into Duties of Each Branch Of the Advertising World During Convention

WITH a record attendance of 214 prominent advertising executives, agency men and radio station managers, the Pacific Council of the American Association of Advertising Agencies met at Del Monte, Cal., Oct. 20-21, with one of the major events being the radio departmental.

The speakers at the departmental, of which Tom F. Harrington, manager, radio department, Young & Rubicam, Hollywood, was chairman, included Donald D. Thornburgh, CBS vice-president in charge of the Western division; Harold Deal, vice-president of the Pacific Advertising Clubs and advertising director of Tidewater Associated Oil Co., Associated Division, and Thomas McAvity of Lord & Thomas, Hollywood. The trio, representing the network, the advertiser and the agency, spoke under the general topic "What We Expect of Each Other".

Ideas to Burn

"Anyone can have a radio idea," Mr. Deal said. "The big thing is the chance to prove it. Today the radio industry recognizes the ability of agencies and advertising people to build successful shows." He told what the advertiser expects of the agency. "It is their job," he said, "to advise us when they think radio will help us make sales, gain good will, aid in employe relations." He added the agency should select the best coverage for the advertiser; secure a good time period; get a good program and keep it good. He listed further duties as checking audience, ascertaining sales results, to keep everlastingly at the job of seeing that the advertiser gets all he can for his money and to stock with a show—until it has a real chance to produce—not change constantly.

"It is the broadcaster's job," he stated, "to provide ample coverage; to have modern equipment; to charge a fair rate; to build a regular listening audience; to frame our show with other good audience attractions before and after."

He added that the network should lend every assistance in making the advertiser's investment profitable and try to have all member stations in good repute in their communities.

Next in line was the artist and what the advertiser expected of him. "He should conduct himself to our credit at all times," Mr. Deal stated. "He must remember that we have an investment in the show that must pay off. And he should be in proper condition and attitude to make each performance excellent. What's more he should follow through by actually using our product; should talk our product, when off the air, that is, when it is desirable to do so. He should be human at all times and be considerate of and cooperative with his fellow artists."

Among the radio executives attending the sessions were: Don E. Gilman, vice-president of NBC, in charge of the Western division; Lewis Allan Weiss, vice-president and general manager, Don Lee Broadcasting System; Sydney Dixon, NBC Western division sales manager; Harry Witt, CBS Southern California sales manager; Henry Jackson, CBS Northern California sales manager, CBS; Thayer Ridgway, sales manager, Don Lee Broadcasting System. David M. Botsford, of Botsford, Constantine & Gardner, San Francisco, was chairman of this year's convention.

From the Network's Viewpoint

"The relationship between the agency and the network can only be what your individual agency wants it to be," declared Mr. Thornburgh. "If given the complete problem we will gladly develop the program idea, select the talent, the stations, and the time period of the broadcast. On the other hand if you are prepared to do all this yourself, we can reduce our share of the project to providing modern, efficient mechanical equipment and expert, dependable manpower to operate it.

"The first key to a fuller more profitable relationship between agency and network lies in mutual confidence between them and an honest frank discussion by each with the other of all the problems involved. The network salesman acts less as a salesman than he does as a source of information or clearing house. It is his job to live closely with his agency, to understand the problems and possibilities of the agency's active and prospective radio advertisers and to interpret those needs in terms of his medium.

"I would suggest as a first step in the smoothing of the agency-advertiser-network relationship, a more frequent and more complete use of the network salesman's service.

"It seems to me that too infrequently do agencies avail themselves of the tremendous mass of material that has been developed over a period of years by the networks.

"In the matter of program production and in the examination and culling of radio program ideas, the networks are more than ever today organizing and building tremendous resources. It is obviously beyond the normal capacity of even extremely large agencies to examine, build and present the number and variety of radio programs necessary to fit the needs and demands of their many clients. In this, we feel that the radio networks are helping most vigorously toward the advancement of broadcast advertising, and finding their proper place in the program organization.

"Today the networks are building sustaining programs created for commercial use and often designed directly for basic commodities such as foods, drugs or clothing. In other words, the *sustaining* program of today is as apt to originate in the sales or sales promotion department and travel from there to the program department as it is to reverse this order. It is natural that writers, talent, and idea men should bring their creations first to the networks for consideration. We have set up departments to inspect and give proper consideration to each of these groups.

"This past summer we inaugurated a series of radio sneak previews, which, eliminating the Hollywood jargon, means we broadcast a large number of single episode programs frankly asking the audience for their reaction. These programs pulled as high as 1,000 comments from the public regarding their acceptibility as a regular roadcast feature. The programs receiving the widest acclaim and most enthusiastic endorsement are the ones we have built into our fall schedule of sustaining programs. From these ideas and current shows the advertising agency may draw in whole or in part proven formats of successful program material. From the smallest to the largest agencies we have an eager acceptance of this method of program building and testing.

"A further problem to both agency and network and one that is quickly passing is the fact that radio is not yet free from what I call 'medium milking' . . . by that I mean the buying of time which has been made valuable by long and careful buildup and which is quickly destroyed by hard-pounding methods of selling and merchandising which soon leave the period in dire need for another investment in audience building."

OKRACOKERS—Above is day's catch of channel bass last month on annual fishing expedition of group of radiomen to lonely Okracoke Island off the North Carolina Coast. Left to right are Richard Shafto, WIS, Columbia, S. C.; Preston Peters, Free & Peters; Clarke Earle, Esslinger Brewing Co., Philadelphia; Cy Hundley, Genessee Brewing Co., Boston, and guide. Clarence (Swanee) Hageman, WTCN, Minneapolis, and the publisher of BROADCASTING were also on the expedition but good luck did not attend the party until they had left, the day before this picture was taken, much to their wonder and disgust.

Crackerjack Contest

CRACKER JACK Co., Chicago, on Oct. 31 started a riddle contest on the 15 Southern stations broadcasting five-weekly transcribed announcements in a test campaign which will probably be expanded during the winter [BROADCASTING, Sept. 15]. Featuring "Yum-Yum the Cracker Jack Clown", the contest offers $1 each for the five best riddles submitted weekly to each of the 15 stations. John H. Dunham Co., Chicago, is agency.

WLW-WSAI Promotion Is Headed by Guenther; Other Personnel Shifts

APPOINTMENT of Wilfred Guenther as promotion manager of WLW and WSAI in charge of all exploitation, and resignation of John K. Koepf as promotion manager of WLW, was announced Oct. 25 by James D. Shouse, vice-president of Crosley Radio Corp. in charge of broadcasting.

Changes also announced in sales and promotion included appointment of Archie Grinalds, formerly of WAGA, Atlanta, as WSAI salesman, succeeding Walter Callahan, who was transferred to WLW as service manager. G. C. Krautters, WLW service manager, was promoted to first sales assistant under Robert E. Dunville, general sales manager.

John Conrad, of the special events department, was made promotion manager of WSAI, while Jerry Burns of the WSAI announcing staff, moved to Mr. Conrad's special events post. Beulah Strawway, for eight years with the merchandising and promotion department of Kroger Grocery & Baking Co., joined the promotion department as trade relations director. Jack Bell, former commercial manager of WCMI, Ashland, Ky., joined the WLW-WSAI Artist Bureau in an executive capacity under George C. Biggar, head of the Bureau. He will devote his time to booking the *Boone County Jamboree* and other WLW road units. Johnny Spears, Indianapolis free lance radio writer, joined the Artist Bureau to handle promotion of *Boone County Jamboree*. He will work under Mr. Biggar, as rural program supervisor.

I. J. FOX, New York (furrier) in November will use daily disc announcements on WINS WMCA WHOM WAAT WHN. Account is placed direct.

No Increases in Rates For Stations on WTS, Declares Percy Deutsch

REPLYING to published trade reports accredited to an unnamed station representative, Percy L. Deutsch, president of World Broadcasting System, asserted Oct. 27 that "no increase in station rates should be necessary in the plan under which radio stations become members of the World Transcription Service." WTS was recently organized as radio's first wax chain.

"WTS was conceived as a means of increasing the use of transcription broadcasting," Mr. Deutsch said, "not only by simplifying the use of this medium by advertisers and agencies but by bringing the cost of a transcription campaign as near as possible to the cost of network broadcasting. Anyone interested in the idea of eliminating as far as possible mechanical costs to advertisers would necessarily disapprove an increase in station rates to absorb these mechanical costs because this would defeat the very purpose for which the movement was instituted.

"WTS becomes an added sales organization for the group of stations which it represents with practically no additional sales cost to its member stations than exists under the present form of representation. WTS simply replaces individual sales of station time with group selling. The new system, we might point out, is just an additional service offered to selected stations by the World Broadcasting System, augmenting its Library program service and present transcription service for clients interested in World's wide-range vertical recording facilities but who desire to handle placement of programs themselves. WTS on the other hand represents an affiliated group of stations. One in a market, and, like a network, has complete facilities with one headquarters, developing business and transmitting the programs to all or part of the group."

PROMINENT in recent military maneuvers in North Carolina was the part played by WPTF, Raleigh. Wesley Wallace, WPTF production manager, interviewed Col. H. W. T. Eglin, commanding anti-aircraft artillery. At left is some of the radio equipment set up by WPTF.

A RADIO ROLE IN DEFENSE

WPTF Praised by Army for Part During Recent North Carolina Air Maneuvers

ARMY officials termed "vitally important" the part of the facilities of WPTF, Raleigh, in the Joint Anti-Aircraft-Air Corps Exercises, which ended at Fort Bragg, N. C., Oct. 15. Taking advantage of its location in the exact area of the exercises, WPTF aided directly in communication with civilian observers and Army headquarters at Fort Bragg.

From Oct. 10 to 15, WPTF extended its special events equipment to the government to test the Army's civilian warning net. From 4 a. m. to 11:30 p. m. daily Wesley Wallace, production manager, and Henry Hulick, technical supervisor, described the mock war activities for listeners. Both Mr. Wallace and Mr. Hulick spent the entire week at Fort Bragg, following action on the ground and in the air.

WPTF carried from two to four broadcasts daily during the week, including general descriptions of activities and signals flashed to observers and civilians for the "blackout" on Oct. 13. Mr. Wallace handled 14 separate broadcasts from Fort Bragg, writing about 15,000 words of continuity. For a description of an anti-aircraft gun in action, Engineer Hulick used army field wire to tie in with the regular field telephone circuit a mile and a half away and subsequently with WPTF equipment in the press building at the Fort, 15 miles away. WPTF also carried descriptions of a smoke screen laid by "enemy" forces and the Oct. 13 "blackout" from one of the army's "Flying Fortresses".

WILLIAM WARD, commercial manager of WBCM, Bay City, Mich., suffered a broken arm and lacerated nose in an auto wreck Oct. 17.

Free Rein Given English Programs

THERE is no censorship applied in England on material broadcast from there to American audiences, Edward R. Murrow, CBS European representative, told New York newspapermen at a luncheon given Oct. 21 by CBS in his honor at the St. Regis Hotel, New York. In totalitarian countries, he said, manuscripts must be submitted to the government agencies for approval in advance, but in all cases correspondents write their own material and American listeners to talks from American representatives abroad may be sure that these talks do not contain any affirmative propaganda, although there may be omissions which would not have occurred under less rigid control. In England, however, Murrow said he is free to secure what speakers he desires and they are free to say what they please in broadcasting to America.

Asked why it was that the Eden and Churchill broadcasts were not heard in England as well as in this country, Murrow referred the question to Felix Greene, American representative of the BBC, who said that these broadcasts were made for American audiences at the request of American broadcasting companies and that they were not scheduled by the BBC, which, he said, carries frequent talks from America which are not heard over here.

FCC Chain-Monopoly Program

(*Continued from Page 13*)

ferred with Chairman McNinch in mid-October. One thought is that the post of chief examiner will be abolished, with Mr. Arnold assigned to other legal duties either within the Commission or in some other governmental agency. Along this line, it is known the Commission has given at least cursory thought to a new procedure involving examiners. A combination of the practice used in the Interstate Commerce Commission and the Federal Power Commission has been discussed. This might mean a revamping of assignments under which each commissioner would have an examiner delegated as his legal aide. Cases might be assigned to individual commissioners for hearing rather than to the examiners division. The recommendation on the particular case then would come from the commissioner rather than the examiner who, however, would take testimony only for the particular commissioner.

In the press department, the fire has been aimed at G. Franklin Wisner, chief of the information section. There again is the possibility that the press section, as such, will be abolished and instead of functioning directly under the secretary, a new one might be established to operate as a branch of the chairman's office as is the case in several other independent agencies.

Chairman McNinch on Oct. 17 visited many of the offices of the Commission and talked with employes about their work. It was in the nature of a "good will inspection" with John B. Reynolds, assistant secretary, as his escort. The primary purpose of the inspection was in connection with budget matters, additional space and personnel.

Dempsey Meets Staff

Mr. Dempsey held a meeting with the 30-odd members of his legal staff Oct. 17 for the purpose of making their acquaintance. It is understood he admonished the attorneys to pay no attention to rumors and advised them that when a reallocation of work, if any, is decided upon, it will be put through without question.

Meanwhile, internal strife within the FCC appeared unchanged, with Chairman McNinch definitely in the driver's seat by virtue of an almost assured four-man majority of himself and Commissioners Sykes, Brown and Walker. Commissioner Craven is still linked with Commissioner Payne as a minority on policy matters, judged by recent occurrences, while Gov. Case's status is regarded as conjectural because of his long absence due to illness.

Gov. Case, now serving as a recess appointee, has been away from the Commission since the superpower hearings adjourned July 29. He left Washington at that time for his summer home on Narragansett Bay and became ill in latter August, suffering from neuritis which has centered in an arm and foot. Although he has been in Washington for the last several weeks, he has been unable to be present at his office while undergoing medical treatment almost daily. It was expected he might return early in November. Should he throw his support on policy and personnel matters to the McNinch group, the future course of operation would be more clearly defined.

Gov. Case's regular term expired last July 1. Because Congress was out of session, President Roosevelt gave him a recess appointment, which automatically terminates with the convening of the next session of Congress in January. The President then must nominate, if he sees fit, someone to fill that vacancy. While it normally would be expected that Gov. Case would be renominated, doubt nevertheless exists because of the FCC turmoil and the repeated threat of a Congressional investigation which appears inevitable at the next session.

Appointment of Gov. Case, who has been a member of the Commission since its creation in 1934, according to seasoned observers, might prove the wedge for the investigation by the Senate Interstate Commerce Committee which must pass upon his nomination. The Administration for the last few years has looked askance upon an inquiry by Congress. There is nothing to indicate that it does not still feel that way.

Observers also have pointed out that the failure to renominate an old member of the Commission might successfully avert an investigation by the Senate Committee at least at the outset of the new Congress. Then the only way in which such an investigation could be initiated would be by the passage of specific legislation.

Gulf Still Ponders

GULF OIL Corp., Pittsburgh, is planning to sign up a new show to replace John Nesbitt's weekly *Passing Parade*, now heard on 61 CBS stations, Sundays, 7:30-8 p. m. Young & Rubicam, New York, the agency in charge of the account, states that, contrary to rumor, Gulf has not signed for a show by the Screen Actor's Guild or any other organization as yet, and is merely considering what type of program will be used.

Oyster Shell on 30

OYSTER SHELL PRODUCTS Co., New Rochelle, N. Y., is carrying spot announcements on 30 stations, WMBD WTAD WDZ WJJD WIRE WOWO WMT WHO WIBW WBZ-WBZA WELL WIBM WCCO WJAG WJTN WDAY WADC WHKC WHIO WNAX WCLO WTAQ WOMT KOA KMA KGLO KFEQ KFVS KWTO KFAB KOIL KVOO. Husband & Thomas, New York, is agency.

Comstock on 6

W. H. COMSTOCK Ltd., Morristown, New York (Dr. Morse's Indian Root pills), is using a test campaign of one-minute transcribed announcements thrice weekly for about 16 weeks on WOKO WESG WHEC WGR WMFF and WIBX. Hevonor Adv. Agency, Albany, is in charge.

Fidler Trial Soon

EARLY trial of Constance Bennett's $600,000 damage suit for alleged slander and defamation of character against Jimmy Fidler, Hollywood gossiper sponsored by Procter & Gamble on NBC-Red network, is predicted. Los Angeles Superior Judge Robert W. Kenny, hearing preliminary motions Oct. 17, overruled final demurrers made on the actress' behalf to the answer of her two suits by Mr. Fidler, NBC and Procter & Gamble, also named as defendants. He also denied her motion to prohibit them from using a certain line of defense. Defendants contended that under California libel laws statements made against public officials are "privileged" even though they are false, if not made maliciously.

WNEW, New York, has incorporated the WNEW Booking Office, which will devote itself exclusively to booking outside talent for commercial programs.

PROFESSIONAL DIRECTORY

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Dedicated to the
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HECTOR R. SKIFTER
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STATION LOCATION SURVEYS
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SAINT PAUL, MINNESOTA

HERBERT L. WILSON
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Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

ROBERT S. RAINS
Special Consultant
Accounting . . . . Taxes
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
ROBERT S. RAINS
Former Special Consultant
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They Never Miss...
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

Out West It's
R. D. MARTIN
Consulting Engineer
Field Surveys
Over all Transmitter and Antenna Testing
7 S. Howard St. Spokane, Wash.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Small southern network wants personal representatives in all key cities. Box A133, BROADCASTING.

National Radio Employment Bureau. All departments except talent. Complete information free. Paramount Distributors, Box 864, Denver, Colo.

Salesman wanted: station located in south Texas. Excellent opportunity for right man. Established billing goes with classification. Drawing account based on liberal commission. State age, experience and references in first letter. Box A155, BROADCASTING.

NATIONAL RADIO EMPLOYMENT BUREAU wants good experienced radio time salesmen, also men who have experience as combination announcers and operators. Free information. Write Paramount Distributors, Box 864, Denver, Colorado.

Situations Wanted

UTILITY MAN: Experienced writer, announcer, actor, producer. Single. Go anywhere. RUSS BRINKLEY, Olean, N.Y.

All-around Announcer, knows Dramatics and Production lines. Educated. Single. References. Box A138, BROADCASTING.

Young man, good voice, diction; 1½ years experience, wishes junior announcing. Box A148, BROADCASTING.

Employed A-1 announcer wants change anywhere with opportunity. Recording audition. Box A149, BROADCASTING.

Young man. First Radiotelephone, some experience, desires junior operator job anywhere. Box A147, BROADCASTING.

Program Director-Chief Announcer 250 watt station desires change. Experienced in all lines announcing. Box A146, BROADCASTING.

Employed radio engineer and announcer, first class license, experienced and competent, desires change. Will go anywhere. Box A109, BROADCASTING.

Young man desires position as junior announcer with small station. Fine voice and unusual ability for sport broadcasts. Voice recording. Box A136, BROADCASTING.

Engineer, first class radiotelephone license, desires position with progressive station, anywhere. Designed and built equipment. C.R.E.I. trained. Box A132, BROADCASTING.

Young man, single, wants position with a future. Now employed on engineering staff of kilowatt network station. Licensed operator. Available immediately, address Box A154, BROADCASTING.

Radio operator wants job. Salary secondary, experience wanted. Attended Port Arthur Radio School. Have first class phone license. Month's experience at KPAC, Port Arthur. References. Raymond Bean, Silverton, Texas.

Situations Wanted (Cont'd.)

Intelligent Yale graduate, 23, now writing crackerjack scripts, continuity, commercial copy, desires hard work, low pay, radio station or advertising agency. Anywhere, immediately. Box A150, BROADCASTING.

Production-Program director. Singer (Baritone). 12 years network experience. Now employed. Seeks executive position with any growing station. Knows thoroughly entertainment, radio advertising problems. Married. Box A153, BROADCASTING.

Wanted . . . opportunity to use experience and ideas. Progressive station . . . Salary, 30 bucks . . . 8 yrs. exp. . . . News . . . Production . . . Programming . . . Continuity . . . Announcing . . . A one man radio station in fact . . . Formerly NBC . . . WLW . . . Now employed. Box A152, BROADCASTING.

Eventually why not now? Energetic, Resourceful, Long experience; wishes to contact stations interested in high type man; —Newspaper; Theatre; Radio; M.C.; Salary secondary to ample latitude to produce. Not a "yes" man but open to constructive criticism. Can't do the impossible —perhaps the improbable based on cause and effect. Accept any assignment offering livable salary. Own ticket anywhere. Now N. Y. City. (P.S. This adv. cost $5.00, Please File!) Box A145, BROADCASTING.

Real Salesman: young, aggressive, with intelligence and ability to do thorough selling job for 250 watt full time station in Kentucky City 30,000 population. Full cooperation: result getting promotion programs for ambitious, sound selling. Salary $15 to $20 week plus commission. Possibilities; $50 week. Give experience, education, background, references in full. Include photograph. Box A151, BROADCASTING.

Wanted to Buy

Wanted original poems, songs, for immediate consideration. Send poems to Columbian Music Publishers Ltd., Dept. T35, Toronto, Can.

For Sale

Used recording turntable. Feed assembly. Cutterhead. Box A127, BROADCASTING.

PRESTO RECORDER—Model 12-E, 78 and 33 1/3 rpm. Only used 20 days. Immediate sale price— $250. Richmond School of Music, 1705 Payne St., Louisville, Ky.

Controlling interest in eastern transcription company. Company showing profit which can be increased through proper supervision. Less than $10,000 will handle. Box A144, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

in the CONTROL ROOM

R. H. LASCHE, manager of the sound equipment division of Fairchild Aerial Camera Corp., Jamaica, L. I., returned to his desk Oct. 24 after spending a week visiting stations in Milwaukee, Chicago, Cleveland and Detroit.

FRANK RIDGEWAY, chief engineer of WTOL, Toledo, is to marry Ardeth Ammen, of KTHS, Hot Springs, Ark., in November.

JAMES W. BRAY, KARK, Little Rock, control engineer, was recently married to the former Calista Balfour, of Little Rock. Bray, in addition to his control room work, frequently assists in the KARK production department.

DR. VLADIMIR K. ZWORYKIN, inventor and director of electronic research of RCA at Camden, on Oct. 18 was issued the latest in his series of patents covering television systems. The patent issued was No. 2,133,882.

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of BROADCASTING Combined With BROADCAST ADVERTISING, published semi-monthly at Washington, D. C., for October 1, 1938.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared Gate Taylor, who, having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING Combined With BROADCAST ADVERTISING, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher — MARTIN CODEL, Washington, D. C.

Editor — SOL TAISHOFF, Washington, D. C.

Managing Editor — J. FRANK BEATTY, Silver Spring, Md.

Business Manager—GATE TAYLOR, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Martin Codel, Washington, D. C.; Sol Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

GATE TAYLOR.

Sworn to and subscribed before me this 23rd day of September, 1938.

JULIE MAYER,
Notary Public.

(Seal)

(My commission expires June 15, 1938.)

CHARLES F. KOCHER, former engineer with WWJ, Detroit, is one of the partners in a group applying to the FCC for a new 100-250 watt station on 1370 kc. in Grand Traverse, Mich. Other partners are Michael J. Clancy, member of the State Legislature, and Carl Eisen, former chief engineer of the Preceptor Tube Testing Corp., Pontiac, Mich.

CARL STAGG, shop committeeman for Local 10, American Communications Assn., in the Riverhead section of RCAC, is running for Assemblyman of the First Suffolk Assembly District of New York on the American Labor Party ticket.

JAMES MIDDLEBROOKS, CBS New York liaison engineer, after several months on the West Coast, has returned to New York. He plans an inspection tour of all CBS owned stations.

HARRY LUBCKE, television director of Don Lee Broadcasting System, Los Angeles, recently addressed technicians of Paramount Pictures Inc., Hollywood.

RAYMOND BROPHY, engineer at KBIX, Muskogee, Okla., recently married Lucille Kellams, of Tulsa.

BERNARD COOK, maintenance engineer of WLW, Cincinnati, is the father of a girl born Oct. 8.

JERRY WEAVER, of WIOD, Miami, has announced he soon will marry Margaret Hellemuth, of Ludlow, Ky.

HAROLD LASON has joined KFYR, Bismarck, as control operator, succeeding Ernie Grewer, who left for the West Coast.

ORVILLE SATHER, formerly of WCCO, Minneapolis, has joined WABC, New York.

HERBERT D. KIMBERLY, former transmitter engineer of KFAB, Lincoln, Neb., has been named chief engineer of KYSM, Mankato.

JOHN TIFFANY, formerly of WABC, New York, and W2XE, CBS shortwave station, has joined WKRC, Cincinnati, as chief engineer, succeeding Frank Dieringer, resigned.

HOWARD HARGROVE has joined the technical staff of KRMD, Shreveport.

JULIUS HETLAND, chief engineer of WDAY, Fargo, and Mrs. Hetland recently returned from a two-week vacation in Mexico.

PAUL GREEN, NBC Hollywood studio engineer, and Marie Arbuckle, radio singer, were married Oct. 8 in Yuma, Ariz.

HAROLD YOKELA, formerly NBC technician in San Francisco, has joined KRE, Berkeley, as announcer-operator.

FRED JAMES, formerly of WJRD, Tuscaloosa, Ala., and WGCM, Gulfport Miss. has joined the engineering staff of WMFO, Decatur, Ala.

MARSHALL P. WILDER, television engineer of the National Union Radio Corp., Newark, will lecture on and demonstrate television at Reading, Pa., Nov. 13. He has already appeared at Scranton and Williamsport, Pa. late in October. The talks are arranged in cooperation with local amateur and service groups.

KFRU

●

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

●

● The thundering tuba and twittering bird are symbolic of the extreme range of sound in a radio show. Ordinary telephone equipment, completely satisfactory for transmitting spoken words, would be inadequate for handling the high and low frequencies of a broadcast program.

Even before the earliest days of radio broadcasting, telephone engineers had developed means of transmitting sounds of all kinds over wires. These means have been continually improved by the development of new instruments and facilities for transmitting music and entertainment. Just as years of research stand back of today's equipment—so the research of today is helping to solve network problems of tomorrow.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 14 TO OCTOBER 28, INCLUSIVE

Decisions . . .

OCTOBER 14

WMBS, Uniontown, Pa. — Granted CP increase to unl., 100-250 w.

NEW, Joe L. Smith Jr., Beckley, W. Va.—Granted CP 1210 kc 100-250 w unl.

WLWL, Stevens Point, Wis. — Denied CP mod. license to unl., 1-5 kw.

NEW, Voice of Detroit Inc., Detroit; NEW, Cadillac Bcstg. Corp., Detroit; NEW, WWPO, Pittsburgh; NEW, Times Printing Co., Chattanooga—Voice of Detroit denied CP 500 w 1 kw unl.; Cadillac Bcstg. Corp. denied CP 1140 kc 500 w D; WWPO denied CP 1120 kc 250 w unl.; NEW, Times Printing Co., Chattanooga, denied CP 1120 kc 500 w 1 kw unl.

OCTOBER 17

MISCELLANEOUS — WXYZ, Detroit, granted extension auth. transmit programs to Canadian Radio Corp.; WGRC, New Albany, Ind., granted cont. hearing; WVED, New York, granted temp. auth. use all WFAB hours 10-16-38 to 11-14-28; KFJZ, Fort Worth, granted postponement hearing; KTOK, Oklahoma City, granted continuance hearing; NEW, Piedmont Pub. Co., Winston-Salem, N. C., granted pet. take depositions; WAZL, Hazleton, WILM, Wilmington, Del., granted continuance hearing; NEW, Pee Dee Bcstg. Co., and WOLS, Florence, S. C., granted continuance hearing; W8XAN, Sparks-Withington Co., Jackson, Mich., granted auth. withdraw without prejudice applic. renewal television license.

OCTOBER 19

MISCELLANEOUS — NEW, Central Bcstg. Co., Davenport, Ia., granted CP experimental station 1000 kc 1 kw midnight to 6 a. m.; WRBL, Columbus, Ga., granted consent transfer control to J. W. Woodruff Sr.; NEW, Sparks-Withington Co., Jackson, Mich., granted facsimile license; WORL, Boston, denied continuance oral argument; WISN, Milwaukee, and WJBO, Baton Rouge, denied motions continue oral argument Ex. Rep. I-643; WFIL, Philadelphia, granted continuance hearing.

SET FOR HEARING—NEW, James F. Hopkins, Ann Arbor, Mich., CP 1400 kc 250 w unl.; KGCI, Coeur d'Alene, Idaho, mod. CP re completion; WBAL, Baltimore, CP move trans., new equip., antenna, increase 10 to 50 kw unl.; NEW, Sweetwater Radio, Sweetwater, Tex., CP amended to 1210 kc 250 w D; KTEM, Temple, Tex., mod. license to 100-250 w unl.; WDRC, Hartford, CP directional, increase N 1 to 5 kw; WMFF, Plattsburg, N. Y., CP move trans., antenna, change 1310 kc 100-250 w to 1240 kc 1 kw unl.; WHA, Madison, Wis., CP move trans., new equip., change 940 kc 5 kw D to 670 kc 50 kw unl. (asks WMAQ facilities); WTHT, Hartford, CP move trans., new equip., increase D to 250 w; WRR, Dallas, CP new equip., increase 500 w to 1 kw.

OCTOBER 20

WBLY, Lima, O.—Granted voluntary assignment license from Herbert Lee Blye to Fort Industry Co.

NEW, Arlington Radio Service, Arlington, Va.—Denied CP 1140 kc 1 kw D.

NEW, W. A. Steffes, Minneapolis—Applic. CP 1310 kc 250 w D dismissed with prejudice.

WNAX, Yankton, S. D. — Granted renewal license; granted transfer of control from Chas. H. Gurney to South Dakota Bcstg. Corp.

KSFO, San Francisco—Denied vol. assign. license from Associated Bcstrs. to Columbia Bcstg. System of Cal.

KLO, Ogden, Utah—Granted CP increase 500 w to 1-5 kw.

OCTOBER 21

NEW, Allen B. DuMont Labs, Upper Montclair, N. J.—Granted CP television midnight to 9 a. m.

MISCELLANEOUS—WLW, Cincinnati, granted extension time to file exceptions; NEW, Times Facsimile Co., Sioux City, Ia., granted request withdraw without prejudice applic. CP; WTOL, Toledo, granted auth. take depositions.

OCTOBER 24

WGAN, Portland, Me.—Granted continuance hearing to 12-19-38.

OCTOBER 26

MISCELLANEOUS — WWL, New Orleans, granted mod. CP directional antenna; KEUB, Price, Utah, granted mod. corporate name; WBRY, Waterbury, Conn., granted auth. transfer control to voting trustees; WJMS, Ironwood, Mich., granted license for equip.; WMFJ, Daytona Beach, Fla., granted license new trans., radiator; WSLI, Jackson, Miss., granted license new station; WJHL, Johnson City, Tenn., granted mod. CP trans., studio sites, radiator, change trans.; NEW, Wilmington, N. C., granted oral argument 11-17-38; NEW, Asheville Daily News, Asheville, N. C., same; NEW, Albemarle Bcstg. Sta., Albemarle, N. C., dismissed protest to F. C. Todd, Gastonia, and denied hearing request.

SET FOR HEARING—WJBW, New Orleans, CP move trans., studio, new equip., radiator; NEW, WJMS Inc., Ashland, Wis., CP amended to 1310 kc 100-250 w unl.; WGTM, Wilson, N. C., CP change equip., antenna, change 1310 kc 100 w D to 1240 kc 500 w D; WJBW, New Orleans, mod. license to unl.; NEW, Larry Rhine, San Francisco, CP 1420 kc 100 w unl., asks KSAN facilities; KECA, Los Angeles, CP move San Diego and assign license to Worcester Bcstg. Co.; WBNX, New York, renewal applic.

OCTOBER 27

NEW, Metropolis Co., Jacksonville, Fla.—Denial of applic. CP 4-1-38 reversed; applic. granted provided applic. CP is modified.

WLTH, Brooklyn; WARD, Brooklyn; WBBC, Brooklyn — Portion or decision 6-29-37 denying applic. WARD and WLTH for renewals, and grant in part of WBBC applic. mod. license set aside; requests WLTH and WBBC for oral argument and permission to file briefs granted, with argument 11-10-38; WARD and WLTH permitted to file briefs before 11-24-38 and WBBC permitted to file brief 12-2-38.

WMPS, Memphis — Granted transfer corporate control to Memphis Press-Scimitar Co.

WHEF, Kosciusko, Miss.—Renewal of license denied as in default.

NEW, Garden Island Pub. Co., Lihue, Hawaii—Granted CP 1500 kc 100-250 w unl.

OCTOBER 28

WTAQ, Green Bay, Wis.—Granted CP increase D to 5 kw directional.

MISCELLANEOUS—NEW, Winfield A. Schuster, Worcester, Mass., granted auth. withdraw without prejudice applic. CP 1200 kc 100 w unl.; WDGY, Minneapolis, applic. mod. license to 1180 kc 5 kw unl. dismissed without prejudice at applic. request; WHAI, Greenfield, Mass., granted waiver deposition rule; NEW, Neb. Bcstg. Corp., Fremont, Neb., granted auth. take depositions; NEW, Monocacy Bcstg. Co., Rockville, Md., granted continuance hearing; NEW, Wm. H. Bates Jr., Modesto, Cal., granted auth. take depositions.

WHBL, Sheboygan, Wis.; WEMP, Milwaukee—WHBL granted increase D to 1 kw; WEMP granted unl. time.

Examiners' Reports . . .

NEW, King-Trendle Bcstg. Corp., Pontiac, Mich.; Pontiac Bcstg. Co.; George B. Storer—Examiner Bramhall recommended (I-729) that applic. King-Trendle Bcstg. Corp. CP 1440 kc 250 w unl. be denied; that applic. Pontiac Bcstg. Co. CP 1100 kc 1 kw D be granted; that applic. George B. Storer CP 600 kc 250 w unl. be dismissed with prejudice.

KTKC, Visalia, Cal. — Examiner Irwin recommended (I-730) that applic. change 1190 kc 250 w D to 890 kc 1 kw unl. be granted.

KLS, Oakland—Examiner Bramhall recommended (I-732) that applic. CP increase to 500 w be denied.

WEMP, Milwaukee — Examiner Arnold recommended (I-733) that applic. increase D to 250 w be granted.

Applications . . .

OCTOBER 15

KGMB, Honolulu—CP change 1320 kc 1 kw to 590 kc 5 kw, move trans., change power to 1-5 kw.

KSAM, Huntsville, Tex. — License for CP new station.

OCTOBER 17

WEVD, New York — Mod. license re hours.

WENR, Chicago—Mod. license use WLS transmitter.

WALA, Mobile, Ala.—CP antenna, increase N to 1 kw, move trans.

KRQA, Santa Fe, N. M.—Vol. assign. license to New Mexico Bcstg. Co.

NEW, Elgin Bcstg. Assn., Elgin, Ill.—CP 1500 w unl., amended to D.

WSUI, Iowa City—CP new trans., antenna, increase 500 w 1 kw to 1-5 kw, move trans.

OCTOBER 20

WCOA, Pensacola, Fla.—CP new trans., increase to 1-5 kw.

WMRO, Aurora, Ill.—Mod. CP new station for new trans., antenna studio sites.

WMIN, St. Paul—Mod. license N to 250 w.

KFSD, San Diego—CP new trans., antenna, move trans., increase 1 to 5 kw.

KLBM, La Grande, Ore.—License for CP new station.

OCTOBER 21

WDEL, Wilmington, Del.—License for CP new antenna, move trans.

WCHS, Charleston, W. Va.—Mod. CP new trans., re trans.

KIDW, Lamar, Col.—Vol. assign. license to Lamar Bcstg. Co.

M AND O station managers of NBC held their semiannual meeting in Radio City, New York, Oct. 13-15, taking up sales and operating problems. Seated (l to r) are S. D. Gregory, KDKA manager; Kolin Hager, WGY manager; Leslie Joy, KYW manager; Carleton D. Smith, Washington program manager; Miss Rita Doyle, M and O secretary; Lee B. Wailes, assistant M and O manager; Alfred H. Morton, M and O manager; Vernon H. Pribble, WTAM manager; Robert H. Owen, KOA manager; Lloyd Yoder, KPO-KGO manager; M. M. Boyd, eastern spot sales manager; John A. Holman, WBZ-A manager; standing are John M. Greene, sales, New York; Sam Ross, artists, New York; John Dodge, WRC-WMAL sales manager; Oliver Morton, central division spot sales manager; B. J. Hauser, manager local station promotion; Clay Morgan, public relations director; John H. MacDonald, budget officer; Joseph K. Mason, sales promotion.

Additional Funds Requested by FCC

Estimate of $2,385,000 for Next Year Is Submitted

AN INCREASE of approximately $700,000 in its appropriation for the fiscal year 1940 which begins next July, is being sought by the FCC.

Estimates sent to the Budget Bureau, it was learned Oct. 27, are for a budget of $2,385,000 for salaries and expenses, plus $30,000 for printing and binding. For the current fiscal year, the FCC has a fund of $1,700,000 with $25,000 additional for printing and binding.

The increased funds, it is understood, are sought for additional personnel in various FCC departments. It also is proposed to set up branch offices of the FCC accounting department in a half-dozen cities. These branch offices are sought primarily for FCC telephone accounting work, but if present plans to establish an annual statistics audit of broadcast operations are carried out, the offices would fit into that plan.

More Attorneys, Engineers

Among cities in which field offices are contemplated, are Boston, Atlanta, St. Louis, San Francisco, Denver, Chicago and Omaha.

Additional attorneys and engineers in Washington headquarters also will be retained if the increased funds are provided. The FCC appropriation has been increased from year to year since its creation in 1934.

In addition to the request made for salaries and expenses for printing and binding, the FCC seeks $13,000 for completion of its Great Lakes communication survey, under the direction of Commissioner Thad H. Brown. For the current fiscal year $20,000 was set aside.

NEW, Oregon Bcstg. System, Grants Pass, Ore.—CP 1370 kc 100-250 w unl.

OCTOBER 24

WQDM, St. Albans, Vt.—Mod. license D to LS Cleveland.

WBNO, New Orleans—License for CP change freq. etc.

KWOS, Jefferson City, Mo.—License for CP increase power etc.

OCTOBER 25

WLTH, Brooklyn — CP new trans., change antenna.

NEW, C. T. Sherer Co., Worcester, Mass.—CP 1200 kc 100-250 w unl.

WEXL, Royal Oak, Mich. — CP new trans., antenna, change 1310 kc 50 w to 1300 kc 250 w, move trans.

WKST, New Castle, Pa.—License for CP new station.

NEW, John F. Arrington Jr., Valdosta, Ga.—CP 1230 kc 250 w unl., amended to D.

NEW, Albemarle Bcstg. Co., Elizabeth City, N. C.—CP 1370 kc 100-250 w unl.

KGDE, Fergus Falls, Minn.—CP new trans.

OCTOBER 28

WHDH, Boston—CP new trans., directional, increase to 5 kw unl.

WPIC, Sharon, Pa.—License for CP new station.

KFJZ, Fort Worth—CP new antenna, trans., change freq., etc., amended to directional N.

NETWORK ACCOUNTS

(All time EST unless otherwise specified)

New Business

GENERAL MILLS, Minneapolis (Korn Kix), on Oct. 17 started *The Grouch Club* on 7 California Radio System stations (KFWB, KFBK, KYA, KFOX, KMJ, KERN, KWG) and three CBS stations in California (KNX, KARM, KSFO), Mon., 9-9:30 p. m. (PST). Agency: Blackett-Sample-Hummert, Chicago.

AMERICAN TOBACCO Co., New York (Roi-Tan cigars), on Nov. 7 starts *Sophie Tucker* on 60 CBS stations, Mon., Wed., Fri., 6:45-7 p. m. Agency: Lord & Thomas, New York.

J. G. DODSON Proprietaries, Atlanta (Ironized Yeast), on Oct. 30 added 18 Texas State Network stations for *Good Will Hour*, now heard on 60 Mutual and Intercity stations, Sun., 10-10:30 p. m. Agency: Ruthrauff & Ryan, N. Y.

TILLAMOOK County Creamery Assn., Tillamook, Ore. (cheese), starts *Bennie Walker's Tillamook Kitchen* on 5 NBC-Red stations on the Pacific Coast (KPO, KFI, KGW, KHQ, KOMO), Fri. 10-10:15 a. m. (PST). Agency: Botsford Constantine & Gardner, Portland.

PEPSODENT Co., Chicago (antiseptic), starts *Candid Lady* on 5 NBC-Red stations on the Pacific Coast (KPO, KFI, KGW, KHQ, KOMO), Mon.-Fri., 3:15-3:30 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

UNION OIL Co., Los Angeles (fly spray, glass cleaner), starts program on 11 NBC-Red stations in the West (KPO, KFI, KGW, KHQ, KOMO, KFBK, KMJ, KERN, KWG, KIDO, KTAR), Thurs., 3:45-4 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

McGAUGH HOSIERY MILLS, Dallas, on Sept. 18 started *sa* series, 52 weeks, on 23 Texas State Network stations, Sun., 1 p. m. (CST). Placed direct.

ELECTRIC SERVICE Co. of Texas on Sept. 16 started *Fashions With Gail Northe* on 23 Texas State Network stations Mon., Wed., Fri., 9-9:15 a. m. (CST). Placed direct.

TYLER COMMERCIAL COLLEGE, Tyler, Tex., on Sept. 21 started *sa* series, 50 weeks, on Texas State Network, Mon., Wed., Fri., 8 a. m. (CST). Agency: John P. Dewey Agency, Dallas.

GENERAL MILLS, Minneapolis (Wheaties) on Sept. 26 started *All-Texas Football Roundup* on Texas State Network, Mon. thru Thurs., 5:45-6 p. m., Fri., 7-8 p. m. (CST). Agency: Knox-Reeves, Minneapolis.

KELLOGG Co., Battle Creek, on Jan. 15 starts program on 54 NBC-Red stations, Sun., 10-11 p. m. Agency: J. Walter Thompson Co., N. Y.

PANCRUST-PLATO Co., Houston (Crustene shortening) on Sept. 27 started *Our Children* on Texas State Network, Tues., Fri., 9:15-9:30 a. m. Agency: Wilhelm, Conroy & Wilson, San Antonio.

PITTSBURGH COAL Co., Pittsburgh (Champion coal), on Oct. 19 started *Champions of the Keyboard* on 3 NBC-Blue stations (KDKA, WTAM, WLEU), Wed., 7:30-7:45 p. m. Agency: Walker & Downing, Pittsburgh.

SELECTED as the best Washington announcer for 1938, John Charles Daly (right), of WJSV, watches Henry J. Kaufman (center), head of the agency bearing his name, on Oct. 26 present the fourth annual Kaufman trophy to Jess Willard, WJSV manager. Warren Sweeney, also of WJSV, was a close second, with third place a tie between Jim McGrath, WRC-WMAL, and Frank Blair, WOL. Previous winners have been Bill Coyle, WRC-WMAL; Larry Elliott, WJSV, now with CBS in New York, and Hugh Conover, WJSV.

Network Renewals

BROWN & WILLIAMSON Tobacco Corp., Louisville (Kool-Raleigh cigarettes), on Nov. 9 renews *Tommy Dorsey's* orchestra on 45 NBC-Red stations, Wed., 8:30-9 p. m. (reb. 11:30-12 midnight). WJBK, KVOO, WOAI will be added April 19, 1939. Agency: BBDO, N. Y.

R. L. WATKINS Co., New York (Dr. Lyons toothpowder), on Oct. 24 renewed *Backstage Wife* on 30 NBC-Red stations for 52 weeks, Mon.-Fri., 4-4:15 p. m. Agency: Blackett-Sample-Hummert, Chicago.

PIERCE SCHOOL of Practical nursing, Los Angeles (school), on Oct. 4 renewed for 13 weeks in *Early Morning News*, on 13 California Don Lee network stations, Tues., 7:45-8 a. m. (PST). Agency: Farnon Jay Moss, Hollywood.

LOS ANGELES SOAP Co., Los Angeles (White King soap), on Oct. 13 renewed for 12 weeks in *Early Morning News* on 13 California Don Lee network stations, Tues., Thurs., Sat., 7:45-8 a. m. (PST). Agency: Barnes Chase Co., Los Angeles.

PET MILK Sales Corp., St. Louis (evaporated milk), on Nov. 1 renews *Mary Lee Taylor* on 57 CBS stations, Tues., Thurs., 11-11:15 a. m. Agency: Gardner Adv. Co., St. Louis.

Network Changes

MENNEN Co. Newark (shaving cream), postponed start of *Peoples' Rally* from Oct. 9 to Oct. 16, on 10 MBS stations, Sun., 3:30-4 p. m. Agency: H. M. Kiesewetter Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Chipso), on Oct. 24, moved point of origin of *Road To Life* on 23 CBS stations, Mon. thru Fri., 1:30-1:45 p. m., 22 NBC-Red and 27 CBC stations, Mon. thru Fri., 11:45 a. m.-12 noon from New York to Chicago. Agency: Compton Adv., N. Y.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Avalon cigarettes), on Oct. 22 added 4 McClatchy stations and WHAM, Rochester, to NBC-Red *Avalon Time*. Russell M. Seeds & Co., Chicago, is agency.

Late Personal Notes

EDWARD McCALLUM has been elected president of the reorganized Advertising Arts Agency, Los Angeles. Paul Winans continues as vice-president, with Arthur Richards, radio department manager. Mr. McCallum was with NBC and Hearst Radio Inc., for seven years as general manager of KYA, San Francisco, before joining Advertising Arts Agency. He was also Pacific Coast director of Hearst national radio sales and prior to that for several years operated his own advertising agency in Salt Lake City.

E. L. RATCLIFFE, former Houston and Dallas newspaperman, has just been appointed to the sales staff of KARK, Little Rock, Ark.

J. NELSON STEWART has been named director of advertising and sales promotion for the Kelvinator division of Nash-Kelvinator Corp., Kenosha, Wis. Mr. Stewart was formerly advertising and sales promotion manager of D. L. & W. Coal Co.

JOSEPH N. WEBER, president of the American Federation of Musicians, left New York Oct. 26 for an extended vacation in Southern California, his first vacation in several years. It was insisted at union headquarters that the California sojourn is really a vacation and has no connection with the proposed drive of the AFM to secure greater employment of its members in the motion picture industry. Mr. Weber is expected to remain away until after the first of the year.

JAMES FLEMING, former announcer and writer of WGN, Chicago, has resigned to free lance in New York.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield), on Oct. 21 shifted *Burns & Allen* on CBS from New York to Hollywood.

JELL-WELL DESSERT Co., Los Angeles (dessert), on Nov. 1 added KFRC to *Green Hornet*, on 3 California Don Lee stations.

PACIFIC GREYHOUND Bus Lines, San Francisco, adds KTKC, Visalia, Calif., to Don Lee network for *Romance of the Highways*.

VADSCO SALES Corp., New York (Quinlax), on Oct. 16 shifted *Court of Human Relations* on 5 MBS stations, Sun., from 9-9:30 p. m. to 4:30-5 p. m.

PROCTER & GAMBLE Co., Cincinnati (Crisco), on Nov. 7 shifts *Vic & Sade* from CBS to NBC-Red network, 3:30-3:45 p. m. (CST). Compton Adv. Inc., N. Y., is agency.

CANADA DRY Ginger Ale, New York, adds 13 stations to NBC-Blue *Information Please*.

J. H. THOMPSON, chief engineer of Canadian Marconi Co. for the last 17 years, has been named technical counsellor of the company, according to an announcement of R. M. Brophy, general manager. L. S. Payne, assistant to Mr. Thompson, succeeds him as chief engineer, and J. M. Conroy, works engineer, was named deputy chief engineer.

RAY LINTON, former radio station representative who is now acting as agent for Bob Hawk, currently featured on *The People's Rally*, Sunday afternoon program sponsored by the Mennen Co. on MBS, is in New York for several weeks to negotiate further contracts for his client. About the middle of November Mr. Linton will sail for South America on a three-month vacation trip, during which he expects to visit broadcasting stations.

A. E. MICKEL, manager of KWNO, Winona, Minn., resigned Oct. 24. L. L. McCurnin, sales manager, was appointed as his successor. Mr. Mickel, who has not announced future plans, was formerly manager of KFJB, Marshalltown, Ia. Mr. McCurnin was formerly with KGLO, Mason City, Ia. L. A. Gifford, of the KWNO sales staff, was named program director, and Wayne Anders, announcer, was named production manager. Ryan Halloren was added to the announcing staff.

VICTOR M. RATNER, sales promotion director of CBS, on Oct. 26 was guest lecturer at the course in radio which Seymour N. Seigel, program director of WNYC, New York, conducts at the College of the City of New York.

GERALD KING, head of Standard Radio, has been appointed delegate by the Hollywood Transcription Producers Assn. to participate in the coming FCC monopoly hearing. The association is composed of 11 Hollywood transcription concerns.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00 $40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

NEW UNIVERSAL FULL FREQUENCY CUTTING HEAD

The PERFECT electrically, magnetically and mechanically balanced cutting head. Produces clear crisp recordings—brilliant highs and full bass. No rubber or substitutes, nothing to deteriorate. Guaranteed day in and day out for uninterrupted service every day for years. Records freq. 30 to 10,000 cycles and over. Impedance 15 ohms. Requires + 14 db. input level, 2 or 3 watts. Climatically sealed. For replacement or new installations.

U. S. Patent No. 2005154

Universal Microphone Co., Ltd.
INGLEWOOD, CALIFORNIA, U. S. A.

FOR YOUR NEW STUDIOS—
Choose
—Gates Speech Equipment

THE *Corntussel Nooz* presenting the editor and star reporter of a community weekly, has started on a special midwestern network. WMT, Waterloo, of the Iowa Network, originates the program for KMA, Shenandoah, and WOW, Omaha. The story is written around the trials and tribulations of a small town editor and his inquisitive girl friend. Listener interest on the program, sponsored by a bakery, was created through special pictures and stories in the radio section of the *Des Moines Register*; interviews and announcements broadcast at intervals before the program began its 1938 series; special bread wrappers, truck cards, movie trailers, signboards and letters to dealers.

* * *

Aimed at Italo-Americans

ACCOMPANIED by a letter from Miss Hyla Kiczales, general manager of the International Broadcasting Corp., a reprint of the advertisement, "Alone In The Field," which appeared in BROADCASTING, is being used as a promotional piece for special mailing lists, marking the fifth piece of regular mailings used in a diversified direct mail campaign exploiting the Italo-American market.

* * *

Auto Boosters

WMFO, Decatur, Ala., is distributing "booster tags" through its advertisers to prove listener response to its commercial programs. The automobile tags carry in large letters: "Say a good word for Decatur", and also mention "good fishing" on the Tennessee River, along with a listing of WMFO.

* * *

WAAW's Manuals

INDIVIDUALLY built sales manuals of WAAW, Omaha, are divided into five sections keynoting the money-making propensities of WAAW advertising, including coverage and listener data, sample programs, a 12-point merchandising plan, and success stories.

* * *

Tillamook Grater

TILLAMOOK County Creamery Assn., Tillamook, Ore., sponsors of *Bennie Walker's Tillamook Kitchen* program on the NBC-Red network on the Pacific Coast, is offering listeners a Tillamook Kitchen cheesegrater upon receipt of 25 cents and a Tillamook recipe folder.

* * *

William Penn's Lamps

GENERAL CIGAR Co., New York (Wm. Penn Cigars) is offering a table lamp, electric or kerosene, in ivory finish, complete with striped parchment-type shade, to listeners who send three bands from William Penn long filler Panatella cigars and 50 cents.

* * *

Served by WCOP

WCOP, Boston, is sending out, in summons form, a note to advertising agencies "commanding" them to have a WCOP representative appear and tell them about "the rates, coverage and results of WCOP".

* * *

Boll From the South

PUBLICIZING "Easy Pickin's Down in Dixie", WJDX, Jackson, Miss., boxes a genuine cotton boll and sends it along with statistics on the cotton-money in the Mississippi delta.

Merchandising & Promotion

All Alone — Cigar Light — Delta Boll — Blotter— Gilded Platters — Food for Thinkers

Local Tuning

WJNO, West Palm Beach, Fla., has launched a unique promotional tie-in with local radio dealers to win added listeners among the thousands of out-of-town visitors to the resort by rendering them a valuable free service. Jay O'Brien, owner of WJNO, has arranged announcements mentioning cooperating dealers with the invitation to visitors to call on them to have their home or car radios of the automatic push-button or dial type readjusted for local tuning, a necessary service for the modern automatic-tuning receivers. WJNO benefits both through the good-will of the free offer and the inclusion of its own marking on one of the pushbuttons, while dealers gain by the direct contact with visitors.

* * *

Free Pennies

KMPC, Beverly Hills, Cal., as part of its promotion campaign has mailed out a folder tagged Radio's Biggest Bargain. Copy announces a "1c Sale" and offers KMPC's coverage of Los Angeles for one cent plus the Beverly Hills rate, giving advertisers "two markets for the price of one". Pasted in a corner of the promotion piece is a penny for the extra buy.

* * *

Prizes for Pupils

GRAND PRIZE of a college scholarship, and several gold watches, go to winners of a series of declamation contests for South Florida High school students started recently by WIOD, Miami. The program is scheduled for a 13-week run, and will carry well into the second school term.

* * *

Black Diamonds

SUPPLEMENTING its recently released booklet, *Dealers' Choice*, WCAU, Philadelphia, has issued a brochure tabulating the results of a listener-preference survey conducted among Philadelphia coal dealers by Reuben H. Donnelly Corp.

* * *

Folder Fodder

PRESENTED as a business file, in a correspondence folder, is the market data material being distributed by WEEU, Reading, Pa. All presentations are letter-size, printed on different colored papers, and clipped inside the folder.

* * *

Quiz in File

WOL, Washington, has released the first in a series of promotion pieces titled *WOL Quiz Course*. The first is a colored file folder with file sheets in question and answer style. Additional file sheets will be released.

* * *

NBC's Big Blotter

A "FULL-PAGE" blotter 8½x11 inches, bears a picture of an NBC velocity microphone and the legend "*truly National* Broadcasting Coverage."

* * *

The New WGY

WGY, Schenectady, has published a silver-trimmed illustrated brochure picturing its new studios and transmitter, along with station personnel.

Follies Frolics

TO BUILD good will for WOW, Omaha, and Ak-Sar-Ben, sponsors of Omaha's annual livestock and horse show, the *WOW Follies*, made up of 50 entertainers from the staff of WOW, toured neighboring districts and gave free shows in ten cities in WOW's territory. Troupers traveled by bus, and the WOW mobile unit was taken along for display.

* * *

How to Hear Plays

FOR LISTENERS who wish to use NBC's *Great Plays* broadcasts as a basis for further dramatic study, NBC is offering a manual, prepared by Blevins Davis, director of the series, at 10 cents a copy. Manual contains a synopsis of the plot of each play, together with its historic background, a sketch of the author's life and suggested reading material.

* * *

Voice Magic

A PROMOTION piece no larger than a postcard and containing only three sentences is Columbia's latest offering, which reads: "Have you ever thought of all the things a voice can do? It can amuse, arouse, beseech, caress, comfort, convince, coax, define, describe, enlighten, inspire, persuade, sell, soothe, teach. Is good advertising ever asked to do more?"

* * *

Jitterbug Pedagogy

SPONSORED by Puritan-Federal Clothing Co., New London, Conn., WNLC, New London, is broadcasting weekly quarter-hour tap-dancing lessons with the novel merchandising tie-in that if listeners miss a lesson, they can get free printed copies from the sponsor's store, no purchase necessary.

* * *

Discs of Gold

WBS has published a special edition of *World News* announcing the Gold Group of World Transcription System. Testimonials and portraits of station managers in the group are carried, along with a list of member stations. Page decorations are executed in gilt.

* * *

On the Price Track

PICTURING a silver streamlined train labelled "Shoppers' Special" on the cover, WDRC, Hartford, has published a four-page brochure promoting its two *Shoppers' Special* programs, cooperative musical-commercial originating on an imaginary commuters' train.

* * *

Someone's Right

"ALL THREE of us can't be wrong" says the cover of Mutual's latest promotion piece, a colorful folder reprinting tributes to MBS that appeared in recent issues of *Time* and *Radio Guide* with which MBS modestly concurs.

* * *

Tag and String

WIBW, Topeka, has published a novel promotion piece with partially die-cut tag attached to string on the cover.

Groceries for Quizzers

NATIONAL GROCERY Co. (Reliance foods), is tying in its *Cook Book Quiz* on KOMO, Seattle, with merchandising through newspapers, billboard and with question blanks placed in grocery stores. The public is invited to submit questions to the *Cook Book Quiz* program. Each question accepted and used entitles the sender to a $1 grocery order. The judge is a recognized home economist. Account was placed by Izzard Co., Seattle.

* * *

Czech Checker

WEEI, Boston, is sending out a promotion folder to advertisers, titled "Twas hasenpfeffer that checked the Czechs", which stresses the magical sales results obtained from the use of its *Food Magician* participating program of recipes and startling reminiscences. Osgood P. Stearns, epicurean, is the *Food Magician*, who recently stated that rich foods were the direct cause of the German belligerency.

* * *

WMAQ Laurel Crown

FOURTH and last in series of NBC sales promotion pieces for WMAQ, Chicago, consists of gold and black cardboard fronted with a laurel crown and a legend reading, "Awarded to WMAQ by the radio audience for broadcasting seven of the 10 most popular network programs on the air." First mailing piece was a silver cup cut-out, followed by a "blue ribbon" and later a "gold medal."

* * *

WSAI In Terminal

WSAI, Cincinnati, is building a neon sign in the Dixie Terminal, bus and streetcar station serving Kentucky lines, to display titles, stars and schedules of current WSAI commercial features. New information is carried each day. WSAI already has a billboard atop the Greenwood Bldg. in downtown Cincinnati for sponsors of WSAI commercial programs.

* * *

Insured Power

UPON installation of a new auxiliary transmitter, WDBJ, Roanoke, recently circulated in "insurance policy" on "outstanding entertainment" quoted with a premium of $6,750, the cost of the equipment, and listing as beneficiaries the radio listeners of Roanoke and Southwest Virginia. The document is inclosed in a regular life insurance policy jacket.

* * *

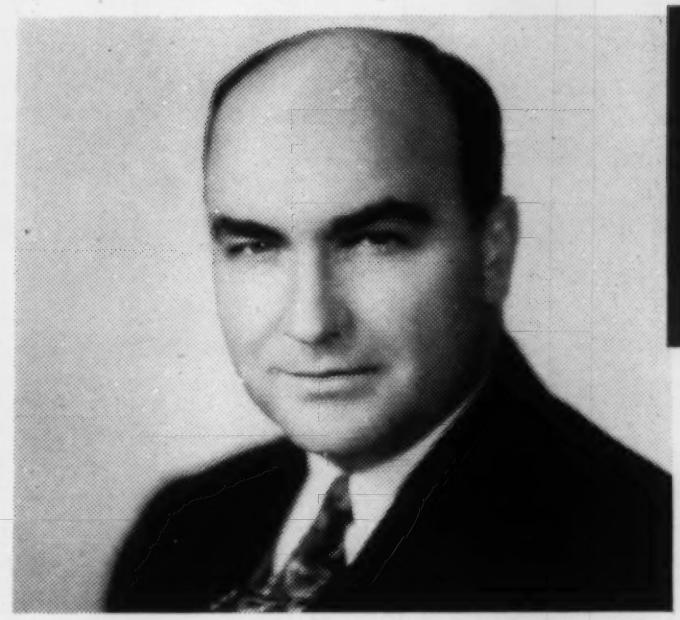
Radio and Music

AN EDITORIAL defense of the American system of commercial broadcasting and a tribute to its service to music in introducing the best in music to great audiences, "A Symphony a Day", by Dr. James Francis Cooke, editor of the *Etude*, has been reprinted in pamphlet form from that magazine's November issue by NBC.

* * *

Two of a Kind

WOV-WBIL, New York, is using billboard space on Roosevelt Ave. overlooking Highway No. 3, route through Secaucus, N. J., to Paterson, bringing out that both the highway and WOV-WBIL provide pleasure.



George C. Biggar. Supervisor of WLW's Rural Program activities, has been engaged in planning and directing programs for farm folks during the past 15 years. Born on a farm and a graduate of South Dakota State College, he has had charge of farm and home programs from WFAA, Dallas; WSB, Atlanta; KMBC, Kansas City; and WLS, Chicago. He was WLS Program Director for seven years. Working with him as WLW's Agricultural Editor and Rural Events Announcer is John F. Merrifield, a graduate of Iowa State College in agricultural economics. He has worked with county farm agents and other agricultural officials in several states.

FOR years the Nation's Station has provided time for a daily economic, educational and entertainment service to its rural audience.

Weather forecasts, livestock, grain, butter and egg, fruit and vegetable market quotations . . . NBC's National Farm and Home Hour . . . "Top of the Morning" with its lively "wake up and cheer up" rural entertainment . . . "Truly American" built around Barton Rees Pogue, Hoosier poet-philosopher, and Boss Johnston, a practical farmer . . . "Country Sunday" with songs and hymns of grandmother's day . . . "Fortunes Washed Away", a weekly dramatic offering of the Federal Soil Conservation Service, which has attracted national attention.

And now . . . WLW has become an even more effective farm service medium.

Special Farm Events, handled by John F. Merrifield, Agricultural Editor, have recently brought to WLW listeners the educational and human interest angles of the National Dairy Exposition, Ohio State Fair, Hamilton County Fair, Ohio 4-H Club Congress and Purdue Swine Feeders Day.

"Morning News" was recently inaugurated at 6:45 a. m. daily to bring stories of important world happenings to rural America at breakfast time . . . Farm news and "down to earth" information from the United States Department of Agriculture, agricultural colleges and farm organizations have become daily features on WLW's Top of the Morning . . . The R. F. D. Mail Box features friendly farm information and gossip . . . Farm leaders and authorities and 4-H Club boys and girls appear regularly before WLW's microphones.

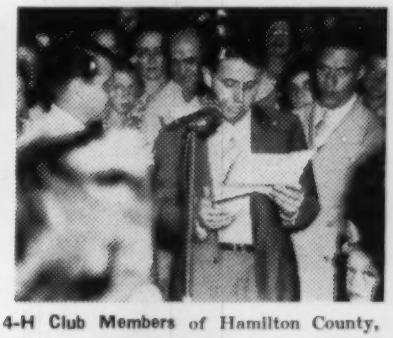
WLW's new Boone County Jamboree on Friday nights brings good old-fashioned singin' school and huskin' bee entertainment to the nation's farm folks.

The Nation's Station well knows that rural America can be served by radio as through no other medium. WLW is pledged to continue it's long-established farm service . . . to make it more effective in practical helpfulness, entertainment and inspiration.

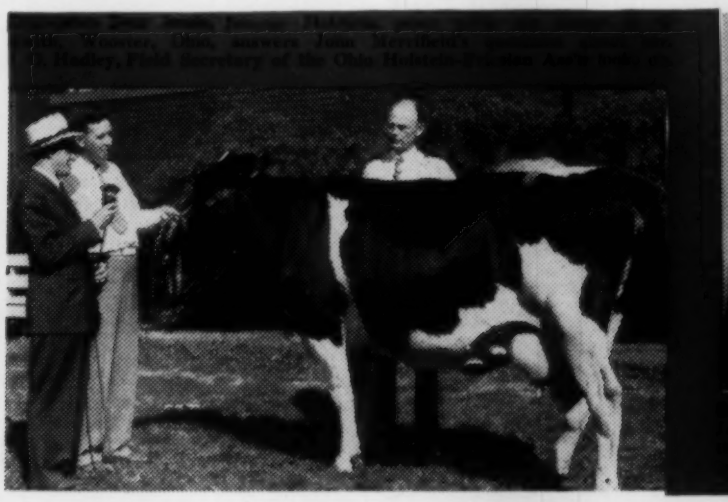
Geo. C. Biggar

WLW'S *Supervisor of Rural Programs*

John Conrad *(right)* of the WLW Special Events department, interviews William Bibbee, Hamilton County, Ohio, Agricultural Agent at Carthage Fair, while John Merrifield of the WLW Agricultural dept. smiles in accord with what Mr. Bibbee says.



4-H Club Members of Hamilton County, Ohio, participate in broadcast of third annual carnival. Merrifield tells WLW's vast rural audience about 4-H work, while John Conrad and Herb Flaig, WLW's Special Events Director, stand by.



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